

Enterprise

BUSINESS PROFILE

Planning is key to success, says Ervin

By ROBIN BARKSDALE
Chronicle Staff Writer

If you're going into business, you've got to have a plan -- and you can take Minnie Ervin's word for it.

Ervin has been in business with Ervin's Beauty Services for "a long, long time" and she says one of the most important keys to a successful business is the planning.

"If you're going into business, you need to plan and work through your plan," she said. "Planning is very important to success. You have to make sure you know what you want and what you're doing."

Ervin and her husband, Jakay, are partners in their beauty services business. While many people assume that their business is only a hair salon, Ervin says such is not the case. In addition to the hair salon services provided at Ervin's Beauty Services, the company offers a full inventory of beauty supplies. The firm offers skin products and manicuring services. Ervin's son, Jakay Jr., a graduate of East Carolina University, recently was named president of the business' barbering branch. Ervin Sr. is the chairman of the board. The company also has a staff of seven, including four members of the beauty salon area and three in the supply services.

Ervin said she made the decision to venture into business on her own because she knew what skills she had and what kind of service she wanted to provide.

"I went into business for myself because I wanted the opportunity to offer the kind of quality in the beauty culturist field that I believe in," she said. "There were also a lot of



Minnie Ervin: There's more to her business than just beautiful hair (photo by Mike Cunningham).

avenues I wanted to explore and working for someone else, I wouldn't have gotten to do that."

Fortunately, she said, the move was made easier by the fact that she had established her own clientele before striking out into the business world on her own. Additionally, Ervin, a graduate of Lamee Beauty College, studied in New York City with beauty culturist Rose Morgan, at Wake Forest University, Winston-Salem State University and Tulane University. All of this, she said, was part of her preparation and her plan.

"It wasn't difficult for me because I had worked in the same

area before going into business for myself," Ervin said. "I worked testing products and I worked with the chemists. I also worked as a consultant. I knew the business pretty well because I had been very much involved in it."

Even after some thought on the matter, Ervin is stumped to find a downside to being in business for herself. However, she said, there are certain things that budding entrepreneurs must bear in mind in order to launch a successful business.

"The keys to a successful business are honesty, efficiency, quality work, hard work and planning," she

said. "I think being qualified is the biggest challenge in a business. You have to have a knowledge of what it's all about and of what you intend to do. It takes studying and preparation. You get a plan and then you work your plan."

Ervin, without hesitation, said that if she could do things over she would have no reluctance about again venturing out into the business world on her own.

"I'd do things exactly the same all over again," she said. "I like what I'm doing and I feel we have something to offer the community."

STATE BEAT

General Assembly creates 'lemon-aid' for consumers

RALEIGH -- Anyone who has bought a "lemon" recently now has someone to turn to, thanks to a law passed by the General Assembly during the 1987 session.

Affectionately known as the "lemon law," legislation went into effect in October which allows new car buyers whose cars have been unsuccessfully repaired four or more times for the same problem to demand a refund or a replacement vehicle.

New car buyers whose cars have spent at least 20 business days in the

shop during a one-year period can also demand a refund or a replacement vehicle. Automakers who ignore valid claims can be sued for three times the damages, plus attorney's fees.

The "lemon law" covers any defects which would impair the value of the vehicle to its owner, including faulty transmissions, drive trains, electronic systems, brakes and engine parts. The law also includes leaks that would allow moisture to get into the vehicle and cause mildew.

Experts consider the "lemon

law" to be one of the most significant pieces of consumer protection legislation to have passed the 1987 General Assembly. The consumer protection section of the Attorney General's office estimates that complaints about defective new cars form the single largest source of complaints to the Attorney General's office. Consumers and industry experts brought to legislative committees drafting this legislation numerous horror stories about defective cars and their inability to get them repaired.

BRIEFLY NOTED



Paulette Everett



Lynn Golden



Leticha Coleman

Movin' On Up

Lynn C. Golden, center, was recently elected vice president at First Wachovia Mortgage Co. Golden joined the mortgage company in 1973 and was manager of the Winston-Salem residential mortgage office. She is a native of Brooklyn, N.Y. Paulette F. Everett, left, was recently elected vice president of Wachovia Bank and Trust in Winston-Salem. Everett has been with Wachovia since 1977 and was manager of corporate and trust advertising in the marketing group. A native of Washington, she is a graduate of Wake Forest University. Leticha C. Coleman, right, has been elected trust officer at First Wachovia Trust Services in Winston-Salem. She is a tax accountant in the First Wachovia Charitable Funds Department. A native of Winston-Salem, she is a graduate of Forsyth Technical College. She and her husband, Reginald, have a daughter.

The Winston-Salem Chronicle is published every Thursday by the Winston-Salem Chronicle Publishing Co. Inc., 617 N. Liberty St. Mailing address: Post Office Box 3154, Winston-Salem, N.C. 27102. Phone: 722-8624. Second-class postage paid at Winston-Salem, N.C. 27102.

The Winston-Salem Chronicle is a charter member of the Newsfinder service of the Associated Press and a member of the Audit Bureau of Circulations, the National Newspaper Publishers Association, the North Carolina Press Association and the North Carolina Black Publishers Association.

Subscription: \$18.52 per year, payable in advance (North Carolina sales tax included). Please add \$5.00 for out-of-town delivery. PUBLICATION USPS NO. 067910.

Dress Up Your Family and Home For Christmas
Open An Account Downtown...
JEROMES
520 N. LIBERTY • CURTAINS • READY-TO-WEAR • BEDSPREADS • DRAPERIES • SLIPCOVERS
New Store Hours; Closed Wednesdays 722-7474

STOP THINKING ABOUT COLLEGE
AND DO SOMETHING ABOUT IT

ENROLL AT RUTLEDGE COLLEGE
— MID-TERM —
EARN 12 COLLEGE CREDITS IN SIX WEEKS

Classes Start Soon for

- DATA PROCESSING
- WORD PROCESSING
- BUSINESS
- CLERICAL
- MEDICAL OFFICE

FINANCIAL AID AVAILABLE For Those Who QUALIFY

CALL TODAY! 725-8701

Share the Joy of Misting.

Imported Canadian Mist Canadian Whisky

To send Canadian Mist as a gift, call 1-800-238-4373. Void where prohibited.

Furs by Tepper Collection. Available at Neiman Marcus.