



**ELDORADO**

Case Study



**F E E L M O R E**  
*Adult Gallery*



## COMPANY INFO

Feelmore  
Oakland, CA  
Feelmore510.com

## ESTABLISHED

2011

## MARKET SEGMENT

Brick and mortar

## OVERVIEW

*Nenna Joiner, owner of Feelmore Adult Gallery, works with Eldorado because Eldorado empowers her with with knowledge on how to best run the business and make sure the store is carrying the right mix of products and offering quality customer service.*

## BACKGROUND

Nenna Joiner opened Feelmore Adult Gallery on February 14, 2011 in Oakland, California. At the time, Oakland was undergoing a city-wide revitalization and Joiner decided to become part of the evolving landscape when she opened her shop in an up-and-coming neighborhood. She found a classic 1920's building with an exposed beam ceiling and a lovely mixture of metal and wood. Joiner describes it as "a small store with big ideas."

Once inside Feelmore, customers will find a curated selection of adult products, collectible items, vintage magazines and the occasional cultural item from a distant country. Joiner says her purpose with Feelmore is to support her community with an expansive retail experience and create access to pleasurable products for all, including people of color.

## CHALLENGE

When Joiner opened Feelmore, she put her heart and soul into the business, as well as all of her own money. Times were tight, and she sometimes went hungry to keep the store running. As she was getting her business off the ground, she was having a hard time securing credit with adult companies. They were checking her credit against industry standards instead of her personal finance history. She explains, "As an African American woman, it's harder to secure capital." Joiner did her due diligence, creating spreadsheets that detailed how much money she spent with each manufacturer, just to show them how serious she was about her business. She experienced a lot of rejection, but she persisted.

# SOLUTION

At one of the XBIZ shows in L.A., Joiner found herself standing in a line behind Larry Garland, founder and CEO of Eldorado. She engaged Larry in conversation and was direct with him regarding her financial situation. Joiner told him, "I own my store. I don't have much, but if you could work with me, I could do 50% cash until you feel I'm qualified to have credit." Larry understood the challenges she faced and said, "Shoot me an email on Monday." She did just that, and Larry worked with her to get the credit she needed.

Joiner says, "Eldorado transformed my business. I got the credit I needed. I increased my credit. And today I maintain my credit."

## RESULTS

Eldorado did more than just offer Joiner credit. They built a long-term working relationship that helps keep her store running successfully. Joiner says that Stephanie, her account manager, and Cheryl, an administrative employee, often provide business support and insight to help her run her store more efficiently. Joiner appreciates how they provide her with great products and is very impressed with the warehouse system. "The employees at Eldorado are always well-informed, professional and dedicated to what they do," Joiner said. "They consistently bring a smile to my bottom line." Joiner even traveled to the Eldorado headquarters in Colorado to tour the warehouse and meet the employees in person.

She added, "Every time I saw Larry after that, I told him how much I appreciated his people."

Joiner also takes advantage of Eldorado's Elevate U program and requires her employees to get certified as a Community Sexual Health Resource. Elevate U is an e-learning series designed to equip stores with accurate and relevant sexual health information so retailers can better serve their customers. Joiner has an appreciation for the educational training and ease-of-use of program because, "Anything that helps us cut down on what we do in-house allows me to focus on the business much more."

*To learn more about the Suit Your Fancy store, visit them at [Feelmore510.com](http://Feelmore510.com)*

## CONCLUSION

*Joiner feels that not only did Eldorado transform her business, they transformed the way she views running a business. "Because of Steph and Cheryl, I always know what the latest trends are and what the customer buying patterns are. Everything I've learned from Eldorado has empowered me to run my own, successful business."*

*At Eldorado, our number one goal will always be the success of our customers. We are proud to work with independent businesswomen who are challenging current business norms. We will always work with clients like Nenna Joiner to ensure she's bringing the best products available to her customers and we will work to keep her store running as efficiently as possible.*



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eldorado.net

