



# Déjà Vu Tots Dickinson ND

## Owner: Anastasia Krehlik

Growing up in Russia, Anastasia Krehlik would help run her family-owned store. Anastasia knew at an early age that she wanted to be a business owner. Moving from Russia to Dickinson, ND, she was able to pursue a degree in Business Administration at Dickinson State University. Being the first generation in her family to graduate or even attend a university, Anastasia knew that her dreams would become true.

With her experience growing up in a retail environment and the combination of having two kids, Anastasia came up with the business plan for Déjà Vu Tots.

Being a business student at DSU, her advisers connected her with the ND SBDC. Darrell Neubert was able to help with the entire

startup process and connect her with an attorney, accountant and the Local Chamber of Commerce.

Déjà Vu Tots had its grand opening on September 20<sup>th</sup>, 2017. Specializing as a re-sale store that buys and sells gently-used kids clothes, accessories, shoes, toys and baby gear.

For fellow entrepreneurs, Anastasia says "Follow your passion and never forget *why* you wanted to start your own business. Sometimes it gets hard with all the hurdles that come with a new business startup, but if this was easy, everyone else would do it." Being a business owner, Anastasia loves that she can serve her community and adjust to their needs. Being the first face they see once they

walk into the store, and getting to know the community is the best part of being a business owner.

In the next 5-10 years Anastasia is anticipating opening a few new locations. With the hopes of having two locations in Dickinson and possibly one in a nearby small town, she would like to grow the local economy with job opportunities and provide more quality services for the region.

Anastasia recommends ND SBDC services, saying "ND SBDC is a great resource for anyone who would like to start up their business. Many resources available, and very flexible scheduling. Great support from ND SBDC staff!"