



**Ideal Music Box**

### **Background**

Ideal Music Box was established 25 years ago in Venezuela, focusing on musical instruments. In 2019, my husband relocated to the United States, prompting us to extend our business here. However, the pandemic hit in March 2020, forcing us to reassess and shift to an online model. This transition was challenging, but we persevered. Our specialization is in musical instruments, and we operate as both a retailer and a manufacturer. In terms of retail, we've partnered with other musical brands like Iseman, based in the USA, and and top providers of "cuatro venezolano." This collaboration has established us as a recognized brand.

Currently, we maintain a robust online presence, leveraging platforms such as Amazon and our dedicated website for retail operations. At the moment, we only have a storage facility for our products. We've also acquired machinery this year, primarily focused on repairing and reshaping instruments. So, if you have a guitar or "cuatro" with scratches, we can give it a fresh look.

Our goal is to transition into large-scale manufacturing, offering expanded services and reaching a wider audience. Presently, our focus remains on online sales and exploring opportunities for expansion.

### **Solution**

Over the Summer of 2023, I attended one of the Miami-Dade Business Navigator Resource Fairs, these local Resource Fairs brought together MDBN groups and additional small business organizations from around Miami-Dade County to connect directly with Miami-Dade businesses. I had the pleasure of meeting Clementina Valladares, from StartUP FIU Local, who served as one of the 6 spokes under the Miami-Dade Business Navigator Program, a local initiative funded in part through a grant from the U.S. Small Business Administration. This program opened numerous opportunities, including webinars, networking, and events with partners like Bank of America that provided valuable insights and a sense of community, crucial for small businesses.

I lacked the skills needed to develop and execute successful business ideas. The MDBN proved instrumental in filling these gaps, covering essential topics such as market research, financial management, product development, marketing strategies, and effective networking. Through these topics, I successfully learned about approaches, grants, and loans that helped me launch and grow my business. StartUP FIU Local helped me accomplish my business goals by guiding me towards the correct ventures.

One of the MDBN key components is the emphasis on connecting us with the community and local resources providing valuable networking opportunities and collaborations that helped us launch this successful venture.

**From the Owner**

“You won't succeed on your own, and attempting to do so will bring a lot of pain and headaches. My suggestion is to seek out a group or institution. These resources exist outside of our day-to-day work because, let's face it, the everyday grind is a constant struggle. There are numerous places you can turn to where you'll discover that you're not alone. Learning how to do things right is essential to avoid failure. We've experienced setbacks, so the key is not to fail again. Reach out, connect, and leverage the support available to you. It can make a world of difference. The MDBN core beliefs in the importance of entrepreneurship by unlocking one's potential and shaping a better future also align with the values of many entrepreneurs.”

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