

# Mulligan Gear: IDC Business Profile

December 2017

## Introduction

30 sec video clip of panorama of store with owner narration.

## How did your business get started?

*"Initially, my partner Jim and I started out with products that I knitted, but we quickly found out that we couldn't scale our business this way. So, we went out on a limb and created a logo and company name based on a mulligan in golf. This was during the downturn in the economy and we realized that the term mulligan didn't just apply to golf; it applied to life! Everybody deserved a mulligan at that point, and with that in mind that's where we began. We wanted to create a brand that had the symbol of a golfer so that we had a strong target market, but we also wanted something everyone could relate to; that 'second shot' in life." [Kathy Seery-Lee, CEO of Mulligan Gear]*

## What benefits does Mansfield, MA have for businesses?

*"We feel that Mansfield was an excellent choice for us to open a business. It's close to 4-95, it's an up and coming town with a lot of great restaurants, and it's always very attractive and well kept. We especially like proximity the train station and abundance of condos in the area. The community here is very diverse and there's always an attitude that people want to come downtown and just shop and enjoy themselves. Also, we think that Mansfield is a town looking for local shops that aren't necessarily service oriented, meaning it was looking for a place that would attract people and give them a purpose to hang about in the downtown area." [Kathy Seery-Lee, CEO of Mulligan Gear]*

## Do you have any tips for businesses just starting out?

*"I would say that the main thing for small business owners to understand is that there are no shortcuts. You must be willing to work very hard and take risks. On top of that, it is very important to listen and learn from your customers." [Kathy Seery-Lee, CEO of Mulligan Gear]*

## From a businesses perspective, is there anything you'd recommend that would help more businesses come to Mansfield, as well as help grow the ones already here?

*"Obviously, you hear a lot about the traffic problem, but Jim and I both feel that it is better to have too many people coming into town than no body coming. So, when you might have parking issues, it's because people want to be here. For example, in Boston there is always problems with the traffic and parking, but to me that says the city is vibrant and thriving. The other thing I would say is that this time is critical for small shops. Years ago, you used to see a lot of small shops with independent owners, but*

*those stores were taken away by malls. Now you see that malls are closing. So, the entrepreneurs and people with ideas now need a physical place to go to showcase their ideas (that's not on social media), and a small town like Mansfield is the perfect place to do so. I think that Mansfield could do very well if it supported a variety of businesses and promotes the fact that it's a great place for independent shops."*

[Kathy Seery-Lee, CEO of Mulligan Gear]