



TOWN OF HARBOUR GRACE
BUSINESS OF THE WEEK

BEST KIND GENERAL STORE & BOUTIQUE

BUSINESS PROFILE

Owned and operated by Kristianne Janes, **Best Kind General Store & Boutique** is a local retailer in Harbour Grace's old downtown, on 104 Water Street.

Opened in spring 2018, Best Kind offers a wide variety of **home décor, giftware, kitchenware, and furniture**. They're the local official retailer for **Country Chic Paint**.

Custom orders are their specialty, and the shop has a fantastic inventory of creative products from entrepreneurs in the region.



Unfortunately, the COVID-19 pandemic has halted **group paint classes**, though these should return soon when regulations allow.

And if you like online shopping, Best Kind offers a great interactive experience on **Facebook Live**.

PRODUCT HIGHLIGHT: COUNTRY CHIC PAINT

Best Kind is an **official local retailer for Country Chic Paint**, an all-natural, clay-based paint which works wonderfully with home signs, refurbished décor, and furniture. Produced in British Columbia, Canada, Country Chic sources all of its materials from either Canada or the United States. The paint is **0% VOC**, meaning its odourless, environmentally friendly, and certified as safe for baby toys and furniture.



The product is **extremely versatile**, with over **50 colours available**, and can be mixed to create different tones. For more information or a demonstration, contact Best Kind using the info below!



GET IN TOUCH!

Have a look around the shop from **Tuesday - Saturday, 1 p.m. - 5 p.m.** To learn more, call **(709) 596-7177** or email bestkindgeneralstore@gmail.com.

To check their live online shopping events and what's new in store, make sure to 'Like' Best Kind on **Facebook**, [@bestkindharbourgrace](https://www.facebook.com/bestkindharbourgrace), and follow on **Instagram**, [@bestkindgeneralstore](https://www.instagram.com/bestkindgeneralstore).

QUESTION & ANSWER

TELL US A BIT ABOUT YOURSELF

I'm **Kristianne Janes**, owner and operator of Best Kind General Store and Boutique in Harbour Grace. I presently live in Bristol's Hope but was raised in Harbour Grace.

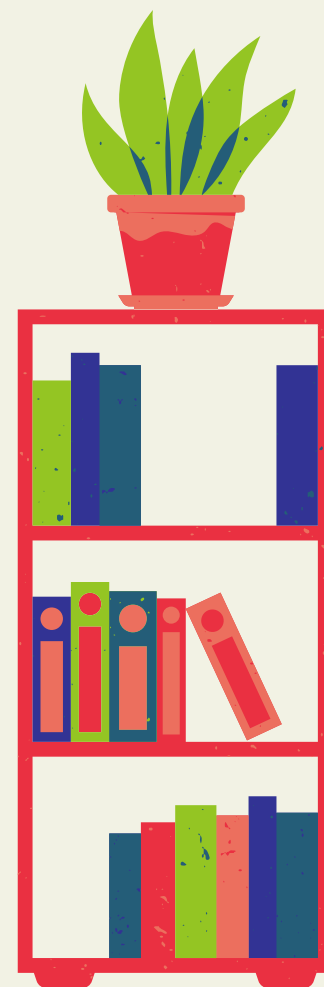


HOW'D YOU GET HERE?

Well, that's definitely a long story. Originally, in my high school days, **I wanted to be a hairstylist**. However, I ended up completing the business program at College of the North Atlantic instead; I was mostly accounting focused, but I did do some marketing, too. At the time, I landed a work term with a local law firm, which rolled into a permanent position after graduating. So, I was there for seven years—a long time. Then I moved to another firm and ended up managing its two locations for around three years.

Obviously, this role came with its various stresses and, soon enough, **I wanted a change**. So, I went back to school and finally decided to pursue my childhood ambition: to be a hairstylist. And I'm doing well with this new occupation; I'm involved with hairdressing, aesthetics, waxing—a lot of stuff—and made so many great friends. But eventually I felt like the reward just wasn't there anymore; it just became work.

And then I get the opportunity to buy this building, **the old Town Hall at 104 Water Street**. To make a long story short, I originally wanted to operate a childcare centre here, and for various reasons this idea didn't work out. The regulatory hurdles were just a nightmare, and there I was, with a business plan that couldn't work, no income, and a loan on a building. I'm thinking, 'How do I make this work?' And that's **how Best Kind General Store started**.

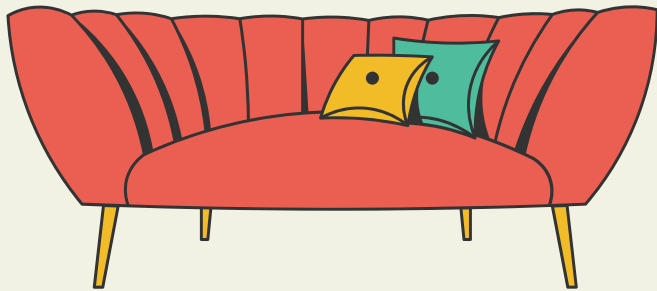


WHO INFLUENCED THIS DECISION?

Definitely my sister Kerrilynne. She introduced me refurbishing furniture, to painting, to arts and crafts. Our grandmother Tetford was super creative, too, and we probably get that side from her. And **both my grandparents and parents were small business owners**; we grew up in a business-minded family and that's certainly influenced my thinking and decisions. **It's a leap I'm glad I took**.

WHY HARBOUR GRACE?

As I mentioned, I live in Bristol's Hope, but I grew up here in Harbour Grace. **My mother instilled me with a lot of pride for the community**, and she's a big champion for the town. Outside of the building situation, I just wanted to contribute to the town in my own way. People often ask me, **'So, why'd you open in Harbour Grace?'** And I'm like, **'Well, somebody has to!'** (laughs).



WHAT ARE SOME OF THE CHALLENGES OPERATING IN HARBOUR GRACE

On challenges generally—the **building has had its fair share of problems**. We're working on resolving them gradually, but it's been tough, really tough. There's the challenge of opening a new business, and then when the building isn't cooperating, it can be overwhelming.

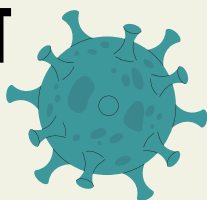
Challenges in Harbour Grace? Well, I think we **need to stop the negative mentality**, the mentality that 'Your worst decision is to open a business in Harbour Grace.' People say this to me and I'm thinking, **'How is this productive?'** It's as though people expect us to be a bedroom community, and you can't stop that if you're willing it into existence; it's like a self-fulfilling prophecy at that point. **We really try to support local here**—we have so much local inventory and provide an opportunity for local entrepreneurs to sell their wares. If that cooperative attitude could be entrenched in the community, what we do on this end, we'd be moving forward.

TELL US ABOUT SOME OF THESE COLLABORATIONS

The local entrepreneurs that we support and carry products in our store currently are: **Sweet Tweats** (birdseed treats for the feathered friend), **Home Grown Farm** (fresh local vegetables, offered seasonally), **author Patrick Collins** (many titles in store including Pat's most recent publication, "Body on the Beach"), **Danielle Design** (unique handmade earrings), **Shore Love Stampin'** (exquisite handmade greeting cards for all occasions), **Da Bombz** (all-natural bath bombs), **Harbour Grace Creations** (designs made with with sea glass), **Beads with Energy** (jewelry made with gemstones, lava rock and charms), **Joann Goosney Art** (postcards and greeting cards that feature art for framing), and more



HOW DID COVID-19 AFFECT OPERATIONS?



Obviously, a shutdown is going to affect any business. Beyond the usual stuff, COVID hit us hard because of the **space constraints**. We were really doing well with the group paint classes, but because of **capacity restrictions and social distancing**, we can't host these events in our building anymore.

However, we managed to adapt in creative ways. For instance, **Facebook Live shopping events have been super popular**. I love hosting them, doing trivia with participants, featuring giveaways. It's so different compared to just going on a webstore to shop; **it's a real interactive experience**, where you can engage with your customers and build a unique relationship.



PLANS FOR THE FUTURE?

Of course, I'm always looking to expand, to grow our customer base. We've grown a lot—I mean, **our inventory has multiplied eightfold** since spring 2018. I do less custom furniture renovations now, because of some issues with workspace in the building, but hopefully I can get back to doing that, too. And there are always ideas going through my head, ideas about doing things with the vacant lot next door and such. **How much we've grown already continues to surprise me.**

WANT YOUR BUSINESS FEATURED?

If you want to be featured as our 'Business of the Week', contact Matthew at (709) 596-3631 ext. 4, or emailmatthewmccarthy@hrgrace.ca.

BEST KIND general store & Boutique

- Refurbished Furniture/Decor
- Home Decor, Giftware, Housewares, Hardware
- Your Local Official Retailer of Country Chic Paint
- Custom Orders Welcome

104 Water Street, Harbour Grace, NL

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