LIVING A HEALTHIER LIFE WITH NATURALLY GEECHEE

Five years ago, Trinh Moore began selling all natural organic skin and hair care products at the Medical University of South Carolina (MUSC) Tennis Center. With a passion for living a natural, healthy lifestyle and a degree in nutrition, Moore was determined to make Naturally Geechee products successful.

Industry: Retail/Direct Sales

Challenges: Increasing sales and product placement

Approach: The company changed its branding and repositioned its products and marketing strategy to better reflect its brand personality.

Sales increased by $50,000

Net Profit $15,000

FlushingGardening $50,000

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Naturally Geechee has grown in popularity since its inception.

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While Moore started Naturally Geechee in 2010, she said the SC SBDC have been integral in helping her.

The workshops have taught her a lot about how to successfully operate a business and put her in contact with other small business owners.

With the help of the SC SBDC, Moore has been able to build her inventory and market her products.

She has successfully increased the presence of her products in the community and has seen sales increase.

*Trinh Moore, Owner, Naturally Geechee

"Robert and the SC SBDC have not only helped me to grow my business, but they've taught me skills that will enable me to reach new heights. I'm thankful for the advice they've given me and look forward to continuing our partnership with Naturally Geechee for the foreseeable future."

- Trinh Moore, Owner, Naturally Geechee

*Services Provided:*

- Entrepreneurship Assessment
- Marketing Plan Development
- Bookkeeping

*Contact Information:*

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