

LIVING A HEALTHIER LIFE WITH NATURALLY GEECHEE

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

Industry: Retail Dealer

Challenge: Naturally Geechee needed to improve its cash flow management, marketing strategy and obtain capital to grow inventory.

Approach: The consultants reviewed Naturally Geechee's profit margins and suggested price point and inventory changes to improve overall profitability of the business. They also offered accounting and marketing strategies to teach the client how to grow her business over the next few years.

Results:

- Sales Increase: \$25,000
- Jobs Created: 1 full-time
- Financing Obtained: \$50,400
- Sales Increase: \$6,800 (<6 months)

Moore, a native of Charleston and a descendant of the Gullah Geechee culture, uses her rich family history to inspire her company's name and its products. She develops her products using ingredients found to show appreciation for the same land to which the Gullah give thanks.

After four years of struggling to keep her business afloat, Moore turned to the Charleston Area Small Business Development Center for help with increasing her profit margin and expanding her inventory. Consultants Tom Lauria and Robert Jones offered her the guidance she needed by determining which price points required adjusting.

"Working

with the SBDC has taught me so much," Moore said. "Tom and Robert worked with me to figure out where I was losing money and how I could adapt my selling style to be more successful.

The workshops I've attended have taught me how to successfully operate a business and put me in contact with other small business owners."

When Moore started Naturally Geechee in 2012, she used her own money to build an inventory and create her products. After working with the consultants, she learned that she would need capital to grow her inventory. Fortunately, in 2017, Moore received a cash infusion from a family member to expand Naturally Geechee.

Since working with the Charleston Area SBDC, Moore has adapted her sales and marketing strategies to include eCommerce in addition to her vendor sales throughout the local community.

Services Provided:

- > Entrepreneur Assessment
- > Website Development
- > Bookkeeping
- > Operations
- > Financial Planning



"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 have given me, which will help me take Naturally Geechee to the next level."

Tremaine Moore, Owner
Naturally Geechee

She has successfully secured the placement of her skin and hair care products in four boutiques from Northern Charleston to Atlanta.