



GROWTH INDICATORS

CASE STUDY

NÍA NATURAL BEAUTY, DUNGEEHA, GORTBOY,
NEWCASTLEWEST, CO. LIMERICK.
WWW.NIA.IE

Founded by Celia O'Grady, Nía Natural Beauty produces Irish made natural skincare products. With over 30 years' experience in the beauty industry, Celia decided to formulate beauty products with natural ingredients which she could recommend to her clients.

"I knew the value of using online channels to promote my business and wanted to enhance my website and social media channels so I sought assistance from my Local Enterprise Office in Limerick."



As Celia puts it, all their products are made using natural healthy butters and oils together with vitamin rich superfoods which both give fantastic results on the skin and are healthy and good for us. Based in Gortboy, Newcastlewest, Co. Limerick they faced the challenge of creating awareness

for their products. The Local Enterprise Office was able to provide advice about the Trading Online Voucher Scheme, a scheme specifically designed to help small businesses like Celia's to overcome problems they face in trading online.

Celia said their existing website required major improvements, including a payment system that allowed customers a choice of payment methods and a way to collect their email addresses to enhance efficiency.

Following the launch of the new website, which also allowed new products to be made available for sale, Celia saw revenue increasing and took on a full time employee to deal with the extra orders. The new website helps Nía to increase sales of their chemical-free skin creams and spa treatments, while at the same time providing enhanced customer support and education.



While most customers are still from Ireland, orders from abroad are increasing. Celia is now looking to capitalise on her investment in online trading by looking at ways to target the UK market through her online channel. Commenting on how useful she found the scheme, Celia said:

"Since participating in the Trading Online Voucher Scheme, our online sales have doubled and are increasing monthly"