

HAWAI'I SBDC SUCCESS STORY

Mermade Spa

Mermade Spa, owned by Iris Markham, had been in business for five years when she sought the help of the Hawaii SBDC Network (SBDC). Her location was small and lacked accessibility by her clients. Iris wanted to expand both her space for products and her services. With the SBDC's help she wrote a business plan that won her a \$20K loan from her credit union.

Once Iris found her new space she was ready to open in just three weeks. The location is inside a children's and women's apparel store, which provides her accessibility along with security and more room. Also the space is more visible and she is getting more business as a result. Iris also stepped up her Internet presence and is getting more word of mouth referrals. She has found that her cash flow is improving and that she is now able to pay herself a reasonable salary.

The new space not only offers more area for services, but gives Iris more space to display products and has a full sized bath tub for luxury baths. She uses primarily essential oils for facials, scrubs, and full body waxing. The Mermade Spa uses Ola Hawaiian Body Products, made right in Hilo.

The main product Iris uses is essential oils to aid breathing, alleviate headaches and flu symptoms, skin conditions, and for emotional baths, such as relaxation. These essential oils are even used to make tea for drinking.

