



The Little St Cloud Company



Emma Little and her sister, Lucy Atkinson, are using the power of fibre broadband to boost the fortunes of their new business, the Little St Cloud Company.

Based on the outskirts of Wigton the sisters create beautiful handmade soy wax candles and melts from their homes.

Emma said “Setting up this business is something we’ve wanted to do for some time now. We’ve spent a great deal of time perfecting every detail of our candles and melts and have now opened our order books”.

“We believe that social media is key to raising the profile of our products and having access to fibre broadband means we can post at ease and maintain a dialogue with customers near and far at their convenience. Our social media pages will document our journey and show customers that our products are completely homemade with a personal touch - something we’re extremely proud of. Without our broadband service, doing this would be extremely challenging and frustrating.”

Emma added: “Behind the scenes we’ve ‘done our homework’ and our internet service has been key to this. We’ve researched how products similar to ours are made, trialled and marketed and we hope our customers will agree that we offer something a little different to that already out there. It gave us the opportunity to explore the various options available and set up our system for the ordering and payment of goods and allowed us to complete any online business start up paperwork requirements efficiently and with confidence”.

“Being able to set up and run our business from home is a dream come true. We’re both working mums and we all know finding the right balance to keep everything afloat can be challenging at times - being able to respond to enquiries in the moment and on any of our handheld devices makes life a little easier. Our broadband service is also key to many of the things we do away from the business, whether that is supporting the children’s education, doing our online shop, or simply catching up on the latest TV shows as and when we want to. I honestly couldn’t be without it.”

The Little St Cloud Company are currently gearing up for their first Christmas in business by introducing their exciting new fragrances; with orders now being taken, head over to their Facebook page to find out more.

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