

Yellow Ribbon Gifts



South Cumbria based Yellow Ribbon Gifts provides an extensive range of homeware, gifts and more; promoting positivity to make sure you always feel your best whilst creating ‘beautiful homes and beautiful minds’.

We talked to Mia Crossman who owns and runs this successful business which came in to being in 2021 about how her broadband service has and continues to support her in what she does.

Mia told us “starting a new business is a daunting prospect and until you know how it is going to take off, purchasing or renting business premises can be such a gamble, hence my decision to launch my business online, and accompany this with attendance at local events”.

“Having a strong, stable and reliable broadband service is obviously key to making this possible. It means I can carry out a raft of jobs, from website maintenance and updating my social media page to email management and working my online store and purchasing system. I honestly don’t think it would be possible to run my service as I do without it”.

“My social media page and website work hand in hand to provide me with a platform for showcasing my goods and leading new and existing customers to my online shop. I like that I have so much control of these two support functions, I can update, alter, and add to them at the touch of a button and on a variety of different devices both inside and outside of the home”.

“I love taking my products out and about, and by attending local events find it a great way to meet customers and talk to them about my products. It does however come with its challenges and having such a good connection at home I often take for granted that this will also be available elsewhere. When out and about I take advantage of the 4g service available for purchases via my handheld payment device, checking stock availability and logging customer contact details. There is definitely an ever-growing need for our mobile connectivity to be as strong and consistent as what we have in our home and business bases”.

“My business is continuously growing and now offers a wide range of products from jewellery and accessories, bath and beauty and home fragrance and décor. I am

excited about where my business will take me and one thing for sure is that wherever this may be, being online will be a big support in it getting there.”

Mia went on “Cumbria has so much to offer in terms of the services and produce which we provide; being online gives us the opportunity to present these to the wider world. I honestly feel that being online is such a catalyst to the success of businesses nowadays and if you haven’t already explored what this could do for you, then what are you waiting for?”.

To find out more about Yellow Ribbon Gifts, [facebook page](#) or website [Yellow Ribbon Gifts – Yellow Ribbon Gift Shop](#)

