



## The Business of Bathtime



Natural, handcrafted bath and self-care products lovingly made in Cumbria to help create some 'me time' is exactly what Cockermouth home-based 'The Business of Bathtime' makes available to customers near and far. With an array of products available to purchase, this gem of a business really does provide something for everyone.

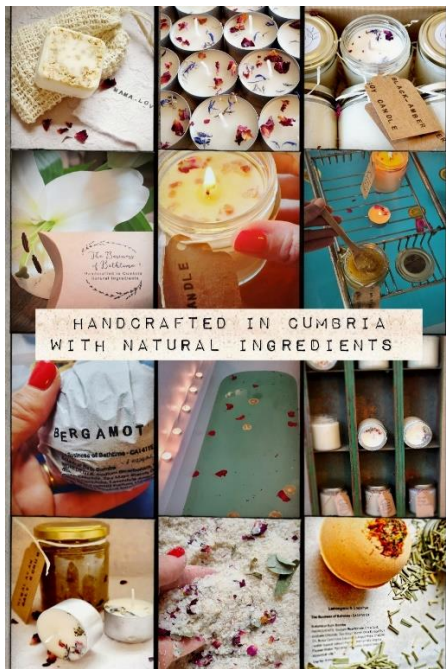
We talked to Sarah Moore, the entrepreneur behind this business about how she uses her broadband service to support what she does.

Sarah told us “My social media page is the central point for all my online advertisement and selling. Customers can do many things from my social media page including browsing my online shop, reading customer reviews, contacting me and learning about the products I have to offer. I am proud of my products and social media provides me with the perfect platform to showcase these to customers near and far. I often upload reels or stories to my Facebook page to keep customer engagement and interest as prominent as possible. I love the fact I can manage my page on a range of devices from my laptop to my handheld mobile telephone depending on what is convenient to me at the time, and all using the home Wi-Fi service my broadband connection provides. I honestly believe that my social media page, alongside word of mouth, is my main leverage and I believe it has been pivotal in my success to date.”

Sarah went on “my broadband service is really important for tasks such as operating my payment system, ordering the raw materials to make my goods and other behind the scenes tasks such as completing self-assessment tax returns, business banking, ensuring all products are fully compliant with cosmetic safety reports, fulfilling my public liability insurance, and ensuring my skin care and safety online training is up to date. There is so much you can do online, I think we almost take for granted how easy it is to do such tasks at the touch of a button.”



Sarah said “my products have recently been showcased for sale at Métier Beauty Salon in Whitehaven and Star Beauty in Keswick, I am so grateful to these two amazing businesses for supporting me in this way and both have proven to be great outlets for what I have to offer. In addition to this I also attend many local events all over Cumbria with my products which is a great way for expanding my customer base and letting people see what I have to offer. I publicise any events I will be attending on my social media page and also share other businesses who will be attending with me. I am really passionate about backing fellow businesses and believe it is so important for us all to help each other out in whatever way we can. In attending these events we do get to share our experiences and give each other advice and support which is such a positive.”



“Whilst at these events, I use a SumUp device which means I can take card payments, something which has helped double my sales when out and about. This device relies on having access to a Wi-Fi or 4G service to run. I think many businesses are relying on these when providing their service on the move which only highlights the need for a decent connectivity across Cumbria and in fact the rest of the UK, I mean what would we do without it these days?!”

“As my business grows, there are other online avenues I would like to explore such as setting up my own website and perhaps looking at how I could use YouTube to show how my products are developed and produced. The service I now have allows me to do many things that would not have been possible previously.”

In her spare time, Sarah has a passion for photography and told us “having my phone and wireless home printer allows me to create my own advertising and product labels. This saves me on buying such services externally and is something which I can produce as and when needed.”

Sarah would encourage other businesses to check what broadband services are available to them and upgrade if there is an option to do so. She said “We can’t hide from it, being online is key to business success nowadays, it helps us in so many ways from publicity and selling to running systems and efficient ways of working behind the scenes. In my experience, upgrading was quick, easy and hassle free. And cost wise I am not actually paying any more for the superb service I am now receiving.”

To find out more about The Business of Bathtime, visit their [facebook page](#) where you can access their online shop.