

A SCENT OF SUCCESS: SCENTSATIONAL SOAPS AND CANDLES JOURNEY TO OVER A MILLION \$ SALES INCREASE

ABOUT SCENTSATIONAL SOAPS & CANDLES, INC. Founded in Venice, Florida, in 1998 as a soap manufacturer, Scentsational Soaps and Candles transitioned into the candle market in 2000. By 2003, the company had expanded into a larger production facility to accommodate the growing demand for its high-quality, strongly scented candles. Today, Scentsational Soaps and Candles has built a reputation for its commitment to US manufacturing, expanding its reach through wholesale partnerships and private label opportunities.

THE CHALLENGE. In the face of a saturated market, Scentsational Soaps and Candles found itself at a crossroads: how could it differentiate itself from competitors and achieve a significant breakthrough in sales? Despite having a dedicated customer base and a product loved by many, the company realized it needed to broaden its market reach and find new avenues for growth. The challenge was not just to find new customers, but to create lasting partnerships that would ensure sustainable success. As a member of the manufacturing community, Scentsational Soaps and Candles sought to leverage industry networks to unlock potential growth opportunities and elevate its market position.

MEP CENTER'S ROLE. The strategic decision to join the Sarasota Manatee Area Manufacturers Association (SAMA), part of the FloridaMakes Network and the MEP National Network™, was a turning point for Scentsational Soaps and Candles. With the guidance and support of FloridaMakes, the company embarked on a journey to maximize the benefits of association networking. This involved attending events, participating in roundtable discussions, and engaging with other manufacturers. FloridaMakes provided tailored assistance, ensuring that Scentsational Soaps and Candles could effectively communicate its value proposition to potential partners and customers. By harnessing the collective power of the manufacturing community, Scentsational Soaps and Candles was able to identify and capture new business opportunities that were instrumental in driving sales and operational efficiencies.

"We have always believed in the quality and appeal of our candles, but FloridaMakes helped us light the way to new opportunities. Joining SAMA and engaging with the network was like striking a match that ignited our sales and growth. The connections we've made have been invaluable, leading to over a \$1 million increase in sales and substantial cost savings. The added bonus was the retention of 25 valuable jobs, keeping our team intact and morale high. We are more than satisfied; we are truly grateful for this partnership that has proven to be a 'must-have' for manufacturers like us."

-JaNiece Cranmer, President

RESULTS



25 retained jobs



Over **\$1,000,000** in increased sales



\$235,000 in cost savings



Forged key partnerships

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