



Background:

In 2013, Pappu Natural Products Corp was launched, it began with a personal need. My husband, a chemical engineer, created natural cleaning and fragrance products for our home because our son had allergies. Using essential oils and natural formulas, he developed products that were safer for our family.

At first, I gave samples to friends, and they loved them. They kept telling me they preferred my products over store-bought ones. One day, I decided to present my products to The Ritz-Carlton in Coconut Grove. They loved them so much that they became one of our first clients and are still with us today.

As demand grew, I started expanding our product line. We initially focused on home fragrances and cleaning products, but as customers started requesting body care items, we added shampoos, body washes, and conditioners. Eventually, we also developed a pet care line, which is now one of our best-selling categories.

Today, our company offers three main product lines:

1. Home Fragrances & Cleaning Products
2. Body Care (sold to hotels, Airbnb hosts, and other businesses across the U.S.)
3. Pet Products (shampoos, conditioners, and perfumes)

We also provide private labelling services for businesses that want custom-branded products. Over time, we've evolved from manually creating labels at home to having a more professional branding, a website, and a structured business model.

However, business growth also brought some challenges. My husband was diagnosed with health issues had to step back but he still helps with formulas and purchasing, I now handle most of the operations, from production to customer service.

Solution:

Through the Florida SBDC at FIU under the Business Growth and Acceleration Program (BizGap), our business growth has been incredible! Before receiving no-cost consulting, I was managing everything—purchasing, marketing, sales, production, and customer service—without a proper system. I had no control over finances, projections, or business growth strategies. The BizGap project in FL-27 is funded by a grant from the U.S. Small Business Administration (SBA). Focused on providing hyperlocal consulting, training and outreach to small businesses in targeted communities and commercial corridors.

BizGap Business Consultant Rubert Velasquez taught us on how to understand our books, utilize AI tools for marketing, improved our supply chain with distributors and enhanced with the business operations.

This resulted for us to have a better control over the business, a clear growth strategy, and the tools to manage everything more effectively.

From the Owner:

Some advice I would like to share to any entrepreneur. Running a business is not a fairytale—it's hard work, but you must keep going. Even when challenges arise, whether you feel alone or overwhelmed, don't give up.

Some key lessons I've learned:

- Build strong relationships with your customers—treat them like friends.
- Take advantage of free resources available for small businesses. There are grants, technical assistance programs, and certifications that can help you grow.
- Create a business plan and take calculated risks. You don't need to rush—grow step by step.
- Focus on quality and customer service. Some of my clients have been buying from me for over 10 years because they love my products and trust my brand.
- Even if you don't have a large budget, invest your time, passion, and effort into your business. That's what truly makes the difference.

Business Owner Name: Claudia Lopez

Company Name: PAPPU NATURAL PRODUCTS, CORP

Location: Cutler Bay, FL