



Place of Aroma LLC

Background

Place of Aroma LLC is a business that specialized in custom candles and linen sprays. We focus on making items that are safe and last a long time. Our products are great for many different events, like gifts for bridesmaids, wedding favors, and asking someone to be in your bridal party.

One of the unique features that sets us apart is the hidden messages inside our candles. When your guests light the candle, they'll discover a special message of your choice, adding a personal touch to your event. What makes us special is the surprise messages inside our candles. When your guests light them, they'll find a personal message you've chosen, adding a unique touch to your event.

Unfortunately, Place of Aroma was born from a family tragedy. My sister lost her son due to fibroids, which led us on a journey of research to comprehend the causes behind this devastating condition. Our investigation uncovered a dual connection: fibroids can be hereditary and are also associated with environmental pollutants frequently present in everyday products.

This revelation inspired me to address a product category we all interact with daily – fragrances, candles, incense, and more. Armed with this extensive research, Place of Aroma came into existence.

Solution

From my initial contact with the Miami-Dade Chamber of Commerce, the Miami-Dade Business Navigator program has been of tremendous help in my business journey. I've had the privilege of working with an incredible marketing consultant, Michelle Caba from Florida SBDC at FIU. Michelle guided me into exploring various aspects of my business. I used to think that branding was all about logos and colors, but she helped me see that it's much deeper. Understanding your

numbers and identifying your target customers are crucial. Otherwise, you're just marketing to the entire world, and not everyone is your customer. This was an eye-opener for me, especially as a new business owner.

From the Owner

“Congratulations on taking that first step! Starting is often the hardest part of the business journey. Once you've initiated it, things start falling into place, even though, I admit, it can be tough. There will be setbacks, but that's part of the game. The key is to seek help and put yourself out there. Attend various events and join organizations. You never know where you might find valuable information or support. That's exactly how I stumbled upon the Miami-Dade Business Navigator Program through the Chamber of Commerce and other organizations.”

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More Information: <https://www.facebook.com/placeofaroma>