

HAWAII SBDC SUCCESS STORY - O'AHU CENTER

Aloha Outlet

Aloha Outlet is a local company that sells aloha print clothing, hula supplies, and other distinct Hawaiian products, like ukuleles, worldwide. Aloha Outlet sells its products through brick and mortar stores in Waikiki and Japan and its robust online website which showcases over 2,000 products. The business was started in 2004 and has been in operations for 13 years.

Aloha Outlet became a client of the SBDC in February 2017 with goals of increasing its online revenues, identifying new countries as potential markets, and growing local market sales in Hawaii. The SBDC advised Aloha Outlet on numerous topics and issues to help the company achieve its goals. The SBDC analyzed Aloha Outlet's marketing and sales data to identify trends and areas of improvement. This culminated with the SBDC offering the company different strategies for marketing tactics and methods of communal outreach to help the business better access local and international markets. Additionally, the SBDC performed a thorough review of Aloha Outlet's website design and layout to enhance the end users' buying experience.

Since working with the SBDC, Aloha Outlet has undertaken several new projects to increase its revenues and presence. Aloha Outlet is hiring a 3rd party company to manage its Google shopping campaign. In addition, the company is implementing a campaign to get more online reviews and developing an email segmentation program to increase sales conversions. Finally, Aloha Outlet is working hard in preparation to attend the Tokyo International Gift Show this fall to showcase its products at Japan's largest trade show.

