

HAWAII SBDC SUCCESS STORY - O'AHU CENTER



Wehiwa Soap Company

- Vaalele Malaki sought out the O'ahu SBDC in January 2015 seeking assistance in marketing her hand made soaps.
- Through experimenting, she has found unique soap recipes that are naturally made out of her garage in Nanakuli, on the Leeward Coast of O'ahu.
- Recently she opened a holiday seasonal pop up location at the new mall in Kapolei, Ka Makana Ali'i.
- Within 6 weeks, sales topped over \$130,000.
- She is in the process of signing a long term agreement to remain at the mall.
- The O'ahu SBDC has also helped Vaalele identify her goals for expansion, advice on lease negotiations, financial analyses, and preparing a business plan for capital infusion.
- The O'ahu SBDC also referred her to the state's HiSTEP program, in which she will be participating.