



Gift Wellness

An enterprising approach to support women's health

Sector: Producer of eco-friendly, non-toxic sanitary products

Location: Derby City

Support Accessed

Kickstart Wage Subsidy • Workshops

About the Business

Gift Wellness is a producer of eco-friendly, non-toxic sanitary products. It was set up by founder, Dr Zareen Roohi Ahmed in an attempt to heal from the tragedy of losing her daughter, Halimah, whose life was cut short when she was brutally murdered.

Choosing to channel her grief into goodness and charity work, Zareen set about developing a line of sanitary products providing high quality, affordable sanitary wear, while at the same time restoring dignity to women and girls living in crisis.

In less than a decade, Zareen's charity, the Gift Wellness Foundation, has delivered over six million period products across the world.

Challenges

The business has faced three key challenges. Firstly, how to continue to fulfil demand with a team of only Zareen and three remote workers.

Secondly, how to pivot to become a business that sells predominantly online rather than to retailers and wholesalers; a step change it felt it needed to reduce disruption during the Covid pandemic.

Thirdly, navigating the changes brought about by exporting post Brexit.



The Solution and Impact

Qualifying for a Kickstart wage subsidy from East Midlands Chamber meant the enterprise could take on some 30 young people, offering them vital work experience and bringing in much-needed new resource. Many of the group were keen to make a contribution to the enterprise's digital marketing efforts but lacked the necessary experience.

D2N2 Growth Hub workshops and webinars proved to be appropriate for the group's level of understanding, and saved Zareen significant time and effort in finding the right training providers for her team. From getting the most out of Google Analytics to creating an email marketing strategy to paid digital advertising, there were a number of practical steps that could be implemented immediately in Zareen's marketing plan.

Insight was also gleaned from D2N2's workshops on setting up the correct export documentation; vitally important to the business's understanding of post-Brexit packaging and regulations in EU countries.

www.giftwellness.co.uk

"With the support of D2N2's workshops and webinars, we've really taken the steps we need to develop as an online business, and have built up a healthy bank of monthly subscribers as a result. This programme of support has also undoubtedly built the confidence and ability of our staff, three of whom first joined us on the Chamber's Kickstart scheme and who are now in permanent employment with us."

Dr Zareen Roohi Ahmed,
Founder, Gift Wellness



"A key role of D2N2 Growth Hub is to upskill businesses in a way that is accessible, practical and engaging. I'm really pleased that Zareen's team has benefitted in such a direct way, and it's clear that every success of this small but ambitious social enterprise has a tangible and important impact on countless women and girls."

Paul Stuart,
Head of Enterprise, East Midlands Chamber

