**Application Information**

for Greendress

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| Contact Information  Contact: Seema Khan (Owner)  Email: [seema@greendress.ca](mailto:seema@greendress.ca)  Phone: 3439971958 | |
| ABOUT THE BUSINESS | |
| Description | Second hand clothing Online |
| Business Type | Sole Proprietorship |
| Business Sector | Apparel |
| Business Representation | Women |
| Year Founded | 2020 |
| Full-Time Employees | 1 |
| Part of a Franchise? | No |
| Address | 1421 Larose Avenue, Ottawa, ON K1Z7X6 |
| Social Media | Facebook: greendress |

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| ABOUT THEIR GOALS | |
| What to Gain? | Marketing my business and products. |
| Have a Website? | Greendress.ca |
| Operate an Online Store? | Yes |
| Staff to Manage Ecommerce? | No |
| Advertise Online? | Yes |
| Areas of Support? | Understanding Your Market, Business Strategy, Online Selling, Gaining New Customers, Keeping Existing Customers, Content Marketing, Advertising, Improving Business Opportunities |
| Business Challenges | Marketing mostly and since new in business willing to learn the strategy. |
| Tried to Solve Business Challenges? | Yes |
| Business Challenge Results | Advertising and getting customers. |
| Marketing Budget? | Yes |
| Additional Information | N/A |

Additional Info from Advisor:

-She has also tried Google/Facebook ads with not much success, got some website views but no sales

-Has also tried selling on Facebook Marketplace with little success (only 2 repeat customers)

-Brother-in-law is doing SEO/keywords for this business

-Seema wants to learn “do it yourself” marketing, specifically how it’s done in Canada

-Seema has ordered 700 flyers as well as business cards and plans to put them in mailboxes in her community

-Greendress is a family business (wife, husband, son, daughter), currently no budget to hire employees

-Paid Google Ads are being viewed but currently zero conversions to paid sales