

## **Utah Candle Company Gets Big Boost Thanks to Local Government Incentives and Training.**

*USBDC and Sanpete County Economic Development Department have teamed together to assist Sunrise Scents Candle Co and other rural Utah small businesses develop greater ecommerce presence by providing financial incentives and website development training.*

May 1, 2007 (FPRC) -- Few can dismiss the economic impact of small businesses in rural communities. The role of small businesses in Utah's economy continues to grow while the opportunity to own and operate a small business has never been better.

One small business taking advantage of the incentives and training offered by SBDC and the county's Economic Development program is Sunrise Scents Candle Co.

Sunrise Scents, a small candle manufacturer and retailer specializing in scented candles, contributes little to the \$2.1 billion US consumers spent on scented candles and home fragrances annually, but to the local economy and communities surrounding Sunrise Scents, the company is making a difference.

Sanpete County Economic Development Center is providing small businesses up to \$1000 in matching grants for developing an ecommerce presence. Sanpete County, along with Utah Small Business Development Center is providing ecommerce training to interested businesses free of charge. The training, conducted by City Web Systems (Manti, Utah), seeks to teach Utah small business owners effective web design and marketing strategies.

Before opening a storefront in Ephraim, Utah, Sunrise Scents sold scented candles primarily online. Like many small businesses with limited funds, the company experienced only marginal success through their online marketing efforts. Recently, Sunrise Scents has redesigned their ecommerce site and implemented several new marketing strategies. The training and resources provided by USBDC and Sanpete County Economic Development have proven effective as the company is experiencing a peak in their online sales in recent months.

Small businesses seeking to duplicate the experience of Sunrise Scents are encouraged to seek out their local SMDC and take advantage of their services.

As information technology continues to advance and consumers increasingly utilize ecommerce, a web presence for small businesses becomes paramount. Sunrise Scents has long recognized the necessity of an effective ecommerce website and is eagerly implementing strategies gleaned from USMDC, Sanpete County Economic Development and City Web Systems.

### **Contact Information**

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### **Keywords**

[scented candles](#)

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