Cohort Interview

1. Who are you?

I am John Deberry Sr., owner of Blo-Glo LLC, a natural beauty product company. We have been in business since 2006. Sales have consistently increased over the years.

1. How did you get started in the business?

We started this business because of my family health history. We did research on herbs that would help with our blood internally. While researching, we found some of the same herbs that helped internally, also helped the skin externally.

1. How or what training prepared you for this business?

I have owned businesses before so I knew a lot of the general parts of business. I have never had to manufacture products so this is all new to me. We have been learning as we go along. Also I have never owned a company that could be an international company so marketing on a national level is also new. I have attended a lot of the community colleges workshops and have joined some professional associates to help with training.

1. What was your biggest problem initially?

My biggest problem was raising the capital needed to take the company to the next level.

1. What is your biggest problem now?

Raising the capital is still an issue, but marketing to chain stores and getting them to give you the opportunity is currently the biggest problem.

1. What advice would you give to new entrepreneurs?

Do your homework on your industry. Get as much knowledge and training before you even go in business on your industry. Create a marketable business plan and get some advisors and mentors you can call on.

1. What are your long term goals?

I want to build this organization into an international company, becoming the brand you look for when you have skin and hair problems, while purifying yourself internally.