



Groovy Mama Finalist for the Marketing Award

Started in 2004, Groovy Mama offers unique products for new and expectant mothers. Groovy Mama has been increasing its customer base and its sales by offering innovative products.

The company depends on approximately 30-40 artists and craftspeople to supply Groovy Mama with some of its more unique products and the company invites competitors to sell their products in its store. Groovy Mama views this strategy as a win-win, because competitors promote Groovy Mama and customers get a completely unbiased, informed shopping experience.

Groovy Mama prides itself on offering a quality customer experience and it committed support natural parenting techniques. The company has also offered diaper changing tent and quiet breastfeeding areas for Regina's main family festivals as a way of promoting its positive customer environment. Groovy Mama increased its annual sales in 2008 by 46% compared to 2007.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

