



Southwest Idaho

Aromatherapy breathes life into new business ideas

2019



Matrix Aromatherapy

Daniel & Dan Nelson
Boise, Idaho
Started: 2017

matrixaromatherapy.com



“The SBDC staff has been instrumental in our success.”

Matrix Aromatherapy was created after attending one of the classes offered at the SBDC, “Lean Essentials Sprint.” While collaborating with other businesses taking the class, Dan Nelson and his Dad, Owners, were introduced to a product market that garnered their interest. While researching the new market, the Nelsons, determined there was a void in product offerings within the retail segment.

In addition to offering the perfect space for Matrix at the Nampa Business Accelerator, the SBDC offered many business growth classes that gave the Nelsons the knowledge needed in order to proceed in areas they were unsure of. Exceptional mentoring from their consultant at the SBDC has kept them from making costly errors, helped with a new product launch strategy, and has guided the Nelsons to other resources such as investment opportunities.

After six months of cold calling and obtaining 90 new stores to carry Matrix’s products, they hired a sales rep firm to continue distribution. Matrix’s product line has grown to over 70 products and products can be found in approximately 600 stores in the USA and Canada. Continued growth into 1200 more stores is expected in 3 years. The plan is to add new products with an estimate of 50 new products within 3 years. Daniel’s advice to small businesses: “Take advantage of the wide host of resources at the SBDC. There are experts in any field of assistance you might need. They are willing to share their experiences to help grow your business.”

