

Client Profile

Two for Tea



Principal(s): Dara Jackson Wiggins & Ernestine Jackson

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Type of Business: Online Purveyor of Fine Loose Leaf Teas and Tea Accessories and a Tea Room inside The Franklin Park Suites Hotel, 2045 Polaris Parkway, Columbus, OH 43240

Years in Business: 2 years

Scope of Services: Online retail store. Tea Room - Two for Tea at The Franklin Park Suites serving Twilight and Afternoon Tea Wednesday, Thursday and Sunday afternoons.

Service Radius: The World Wide Web + 50 miles for the Tea Room

Number of Employees: 2

Major Projects or Clients:

Why did you go into business? To live out my dream of running a business with my mother

Why is your business a success? We have a unique concept that is well packaged and delivered. Now we just need to bottom line to reflect that.

Company Goals: To be in the black within a year!

What's your position or main responsibility to the company? Because we are small we each wear many hats. My main responsibilities are marketing, merchandising and customer service.

What's the best aspect about your position? Sharing my passion for good tea. Also, I get to make a lot of decisions and really respond quickly to customer feedback

What's the worst aspect about your position? Working 7 days a week.

The best business advice you received? Make sure you are well capitalized

The biggest business mistake you made? Not following my gut and opening a retail storefront first

What MCBAP services do you take advantage of? We've taken a few how to classes and are currently working with Kim Knights to secure additional financing

Tips for persons wanting to open a business: Think every aspect through twice and make sure your commitment is strong.

What would you like people to know about your company?

We are now open for Afternoon Tea at The Franklin Park Suites Hotel. I know it is a cliché, but you have to think outside the box; the reason we have a place to share our passion with people on a weekly basis is because we were open to a different idea that we had originally planned.

Best place for a business meal: North Star Café in the Short North

Hobbies: Paper crafts, reading and playing Scrabble—and of course drinking tea!

Family: my husband Stacey Wiggins and cantankerous cat named Zing.