

NJSBDC at Richard Stockton College (Atlantic, Cape May & Cumberland Counties)

**Carol and Bud Devlin
JerseyLite Candle Company
4940 Ocean Heights Avenue
Mays Landing, NJ 08330
Phone: (609) 625-8820
Fax: (609) 465-6608
Email: JerseyLiteCandle@aol.com
Website: www.jerseylitecandle.com**

Carol and Bud Devlin of JerseyLite Candle of Mays Landing met with Joe Molineaux, Director of the Stockton SBDC for help in expanding their business. Together they worked on a business plan enabling them to most effectively reach their target markets.

The Devlin's have established JerseyLite as a recognized leader in the

candle industry by manufacturing a high quality product at an affordable

price including candles in over 45 fragrances, with one-of-a-kind creations like: At The Shore, Boardwalk Memories, Jersey Home and Pine Barrens.

While JerseyLite is always entertaining new ideas for the further development of their business, most of their income to date has been earned through their vendor sales and fund raising programs. By way of these programs, they have been able to strengthen their reputation and donate thousands of dollars to needy causes. They have also enjoyed a steady increase in income via their website, which offers free shipping

on a year round basis.

Another way the organization gives back to their community is through their "Shop & Support" program on their website. Here you have an opportunity to pick a non-profit organization and 10% of your total order is then donated to that charity.

From a marketing perspective JerseyLite is on the move, both literally and figuratively. They have converted a 34 foot recreation vehicle, which is used as a promotional vehicle to showcase their product on the road.