



Small Business
Development Center
Saint Vincent College

Helping businesses
start, grow, and prosper.

Tammy Koerber
Grandma's Herb House
1305 Latrobe-Derry Road.
Loyalhanna, PA 15661

(724) 537 - 2313

Westmoreland County

Industry:
Health Supplement Stores

Year Founded:
Fall 2018

SBDC Assistance:
Business Plan Development
Industry Benchmarking
Market Research/Study
Location Assessment

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GRANDMA'S HERB HOUSE

Natural Health and Healing

Owner Tammy Koerber is a Certified Herbalist and Nutritional Herbologist. She opened her retail shop in the Latrobe, Pennsylvania area to educate and aide those who are interested in an alternative to reaching better health. Tammy states "I will teach the proper use of herbs and vital nutrition to allow users to be well and stay well." She cares about health and well-being and wanted to give individuals an alternative to natural health and healing that excludes remedies that are addictive and painful.

Her products include herbs and tinctures specific for the immune system to help prevent cold and flu. Herbs such as lemon balm, yarrow, red raspberry leaves, and others help the body get over the illness using aides kinder to the body. Additional products for health conscience consumers include locally produced honey, essential oils, supplements, soaps, supplies, bulk herbs and teas, herbs for potpourri as well as body and skin care products. She also has herbs and formulas made specifically for little children. Everything is completely safe and natural.



Tammy first approached the St. Vincent College SBDC in the beginning of 2018 with the idea of opening a natural health and herbal store location. Assistance provided included Business Plan Development, Industry Benchmarking, Market Research and Location Assessment. The business plan was completed during the Summer of 2018 with the loan approval and the retail store opening in the Fall of 2018.

As a short-term goal, *Grandma's Herb House* will strive to expand the types and amounts of products they sell to ensure a variety will be available to the consumer. In the long-term, Tammy hopes to grow the business enough that it will become her sole source of family income by the end of the second year. Approaching the third year she hopes to have the inventory expanded to meet the needs of customers and begin selling herbal products, soaps, and candles developed in-house.

Positive local Industry Opportunities for Tammy and Grandma's Herb House will be Ingredient Awareness; Sports Performance; Increased Demand for Weight-Loss Products; Product Innovation; Leveraging the Internet; Frequent Buyer Programs; and most importantly Educating Customers.

Success Story