

South-South Series: Empowering and Growing Women-led Business

Session 4: Leveraging Technology and Digital Transformation

3 September 2025

LEVERAGING TECHNOLOGY AND DIGITAL TRANSFORMATION

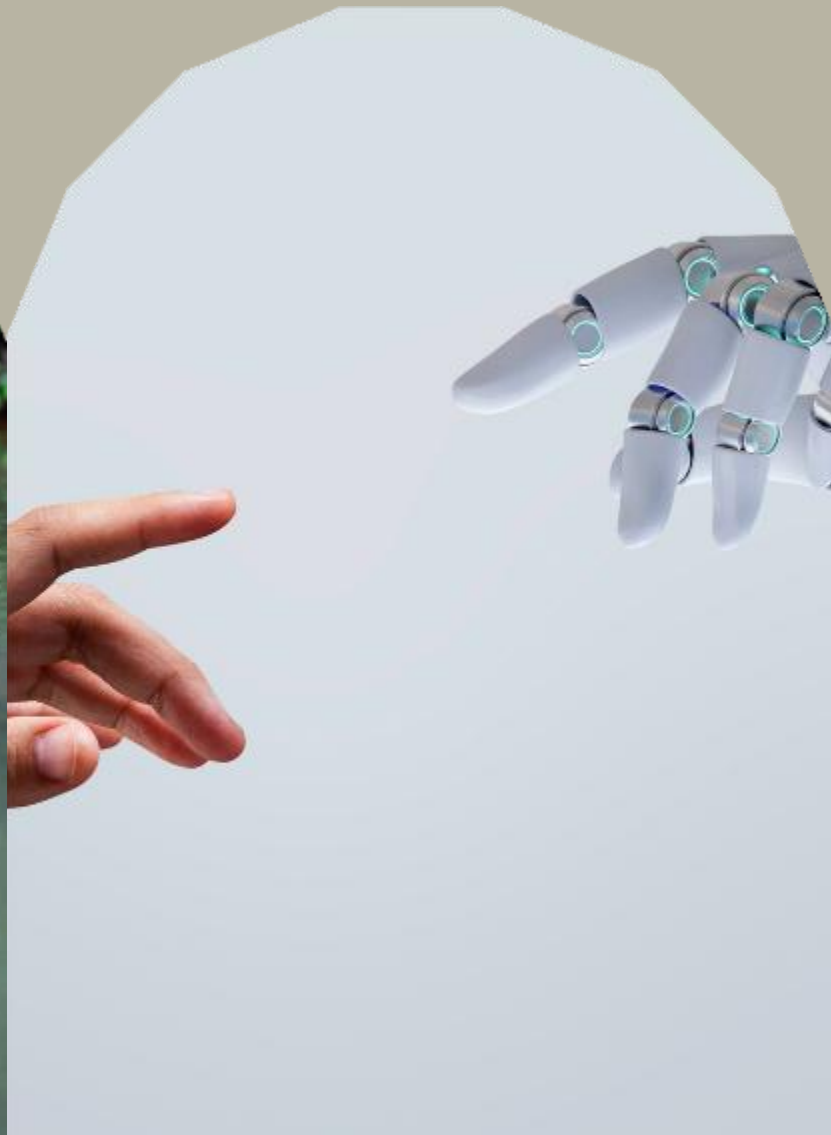
PRESENTED BY SHEBA AUGUSTINE





WHAT WILL WE COVER?

02 / 06



A little about me and OMI 03

The role of social media in marketing 04

The role of AI in OMI's operations 05

OMI's digital team 06

A LITTLE ABOUT ME

My name is Sheba Augustine. I am a mother and creative entrepreneur living on the Caribbean Island of Grenada. In 2018 I founded OMI- a sustainable all- natural and handmade skincare brand. Many of the ingredients used in OMI formulations are locally grown on my tropical home island. Most recently I co-founded Nature Spa- a retreat into nature alongside vegan chef Joachim Joseph and yoga teacher Hanna Munneke.



OUR STORY

OMI is all natural skincare that works.
Handmade with love on the tropical
island of Grenada.

We use only mother earth's
ingredients to formulate pure and
gentle yet effective skincare to
support your daily self-care rituals.

We use sustainably sourced
ingredients and reusable packaging
because we love our planet.
OMI is an avid advocate for self-care
as a pathway to self-actulaization
and a better quality of life





THE ROLE OF SOCIAL MEDIA

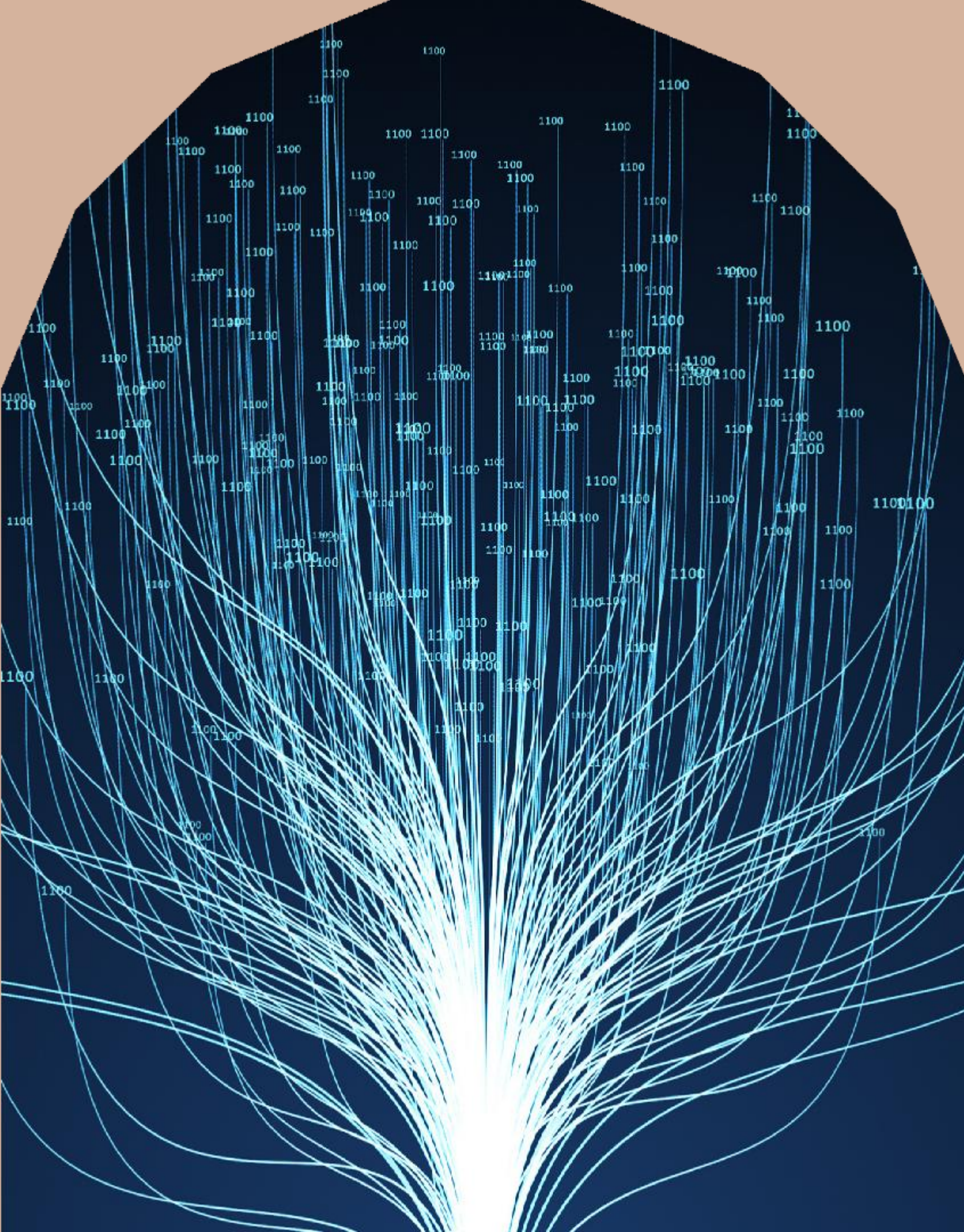


OMI has been on social media from the start in 2018

It has been used as a marketing tool to share:

- The brand personality
- The uses and benefits of the products
- Product drops
- New offerings
- Brand Values
- Sales and Promotions
- Restock alerts
- Customer testimonials
- Story behind the brand and products
- Insights into self-care practices
- Celebrate brand achievements
- Behind the scenes of how products are made and the life of the founder
- Other brand related lifestyle content- mostly nature, sustainability and self-care based

This has helped our consumers to connect with not only what the brand offers but what it stands for.



As a solopreneur who wears all the hats in her business AI has been tremendously helpful in offloading the cognitive overload of doing it all.

It is used to outsource tasks that would usually be performed by an employee.

I use it as sounding board for ideas and fleshing out concepts- and this is on the free version!

I have had some training around how to use AI through a business coach and it has helped to make me to be more deliberate and strategic with my prompts. AI helps in drafting emails, power point presentations, newsletters, feedback forms etc.

I do have reservations around becoming overly reliant on AI. I have been mindful to ensure that AI is a drafting tool. However with time it has been trained to communicate in my voice and so rewriting is minimal.

I use it sparingly because it does have an environmental impact.

THE ROLE OF AI

05 / 06



MEET THE REST OF OUR DIGITAL TEAM



COMMUNICATIONS
Whatsapp for Business



ACCOUNTS
Zoho Invoice



POS & ONLINE
STOREFRONT
Kyte App



BANKING
Grenada Co-Operative Bank App





STAY IN TOUCH



omigrenada@gmail.com

1 (473)-534-9755

@omigrenada





Thank you

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