

TRADING ONLINE VOUCHER SCHEME

GROW YOUR BUSINESS THROUGH ONLINE TRADING

Moran's Mega Jam



“We have found we are selling quite a bit online and we have our more unusual products only available online so customers are returning again and again.”

“The website gave us a new revenue stream.”

Moran's Mega Jam Ltd, formally Moran's Homestore, was founded by husband and wife team Kieron and Claire Moran in 2010. The Cavan-based business produces homemade jams, chutneys and relishes that are handmade from only fresh, locally sourced ingredients. Their products are sold through local artisan shops, craft butchers and Supervalu stores nationwide.



The business needed to generate sales in the online market as Kieron and Claire knew their competitors were already in this space. They heard about the Trading Online Voucher Scheme from the Local Enterprise Office and successfully applied for support to develop their ecommerce website.

The new website has opened up new ways for them to interact and engage with their customers. They are now getting more customers directly through online sales, and are using the website to promote the local availability of their products through signposting their stockists. www.moransmegajam.ie



Roinn Cumarsáide, Gníomhaithe
ar son na hAeráide & Comhshaoil
Department of Communications,
Climate Action & Environment

www.dccae.gov.ie/tradingonlinevoucher