



TWICE IS NICE



Twice is Nice - reinventing the thrift store model

With Solomon Islands recently experiencing rapid technological advancement and improved internet access, Ebony Finau decided to make the most of it. In 2019, she established her online retail thrift shop, Twice is Nice, selling pre-loved and tagged clothes, hair accessories and handmade jewellery. *“I get my supplies from second-hand shops where I buy and then re-sell,”* she said. Ebony takes photos and writes descriptions for each item that she sells.



Twice is Nice brings Ebony's customers the convenience of shopping online via social media platforms with just the click of a button and a convenient scroll, providing a quality shopping experience right at their fingertips. *“It is easier for them to shop online during busy hours. It saves their time and energy to go out and look for clothes at the actual retail shops,”* shared Ebony. She explained that *“due to the re-selling of pre-loved clothing, I decided to name the business, ‘Twice is Nice.’”* She continued saying that, *“I started it off because I saw the need*

“Providing a quality shopping experience right at their fingertips.”



for working ladies who needed work or casual clothes, but didn't have the time and energy to look for them because of their time spent in the office."

Twice is Nice attracts mainly female customers, including young teenage girls and working women. The business is currently run by a lean team of two, but the growing demand for its goods may soon require the team to expand. Deliveries are made primarily around Honiara. *"I usually have two days for deliveries, on Tuesdays and Thursdays,"* explained Ebony.



“One thing I love is the support they give towards my small business.”



In running her entrepreneurial pursuit, Ebony noted that, *“the most rewarding part of my journey is that every day I have a chance to get better, to improve my business, to learn something new and to meet new people and new customers.”*

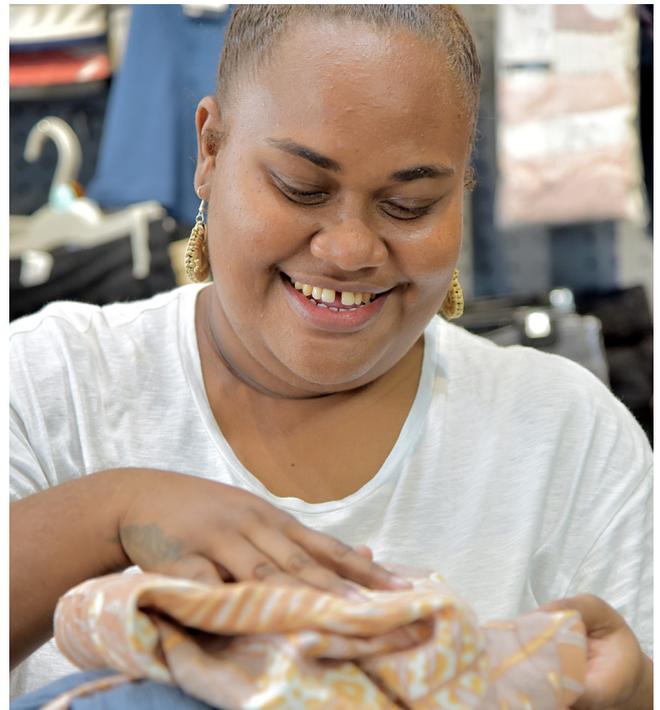
“One thing I love about this business and all the customers is the support system they give towards my small business. I can really tell that my customers do enjoy the products/ services I provide by the weekly purchases they do each time I post up new sales. They comment ‘sold’ on the items they want and I get it ready for them,” she added.

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In addition to building up her business, Ebony also *“usually helps families who need clothes, a few neighbors and some close family members. From my leftover sale, I usually give it out to them if it’s not selling out.”*

As with any new business venture, obstacles can arise and Ebony shared that *“the most challenging aspect in running my business is to financially manage it, especially with the basic knowledge that I have.”*

“With the help of the Young Entrepreneurs Council Solomon Islands (YECSI) organisation’s ‘Training Bites’ and the ‘Teachim Me’ program,



they have provided a financial training and mentor, which is so helpful to me and I am slowly trying to fill in the gaps and overcome my challenges,” she added.

Twice is Nice began to use Facebook in late 2019 and joined Instagram a year later, posting images of their latest clothing items on sale. Since then, the popularity of the business has skyrocketed. *“I saw Facebook as an opportunity to reach customers as*



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most people in the Solomons mainly use it every day to stay connected,” shared Ebony. “It’s a new thing here to have one small business put themselves online on Facebook and Instagram and then people just purchase from there,” she concluded.

Twice is Nice has reinvented the thrift store model by providing an innovative and convenient new way for locals to shop for clothing. The success of the business shows that entrepreneurial opportunities are just a few clicks away.





Twice is Nice

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