



# senior enterprise

experience never ages

**NAME**  
**MARVO STRAUGHN**

**COMPANY**  
**MARVOBABY**

**TITLE**  
**FOUNDER**

**WEBSITE**  
**MARVOFOODS.COM**



## PROFILE MARVO STRAUGHN

Before launching her Caribbean baby food business, Marvofoods, in 2010, Marvo Straughn had never worked. She was a full time Mum to 3 children, which she maintains 'was so rewarding but tougher than any other job.' It was also Marvo's experience as a mother that gave her 'the foundations to start up the baby food business.'

Marvo had always been passionate about food and adored whipping up delicious meals for her children and friends. Everyone seemed to love her cooking, yet the idea to use her passion for a career didn't occur to her until she was approaching 50 when she had an interesting dream - 'I was in the local supermarket with my son in the dream, it was very strange because it all seemed so real. We were walking along the aisles doing our weekly shop when we came to the breakfast section. At this point my son started to complain that he wanted Caribbean cornmeal porridge but there wasn't any on the shelves. As he was throwing a strop, I woke up from the dream and the idea came to me - why not start my own business creating Caribbean baby food?'

Marvo had all the experience she needed to develop the products but wanted to find out if there was anyone else out there doing the same thing. She spoke to friends and family and realised there was a real demand for Caribbean baby food and yet at that point there was no one producing it. This was all the information she needed to decide to give her business a go!

Marvo immediately got into the kitchen and started developing some recipes. She came up with delicious flavours, such as apple and mango, green banana, carrot, and cod and plantain. Once tested and approved by her children and friends she began to sell the

products at Lewisham market. The baby food proved to be a monumental success. There was so much demand at the market that Marvo began to think she was really on to something and bravely approached some retailers who loved the product.

Since then, Marvo's product is going from strength to strength and is currently being stocked in 5 retailers including the Brockley branch of Jay's Budgens. She is also going to schools and nurseries as well as hospitals. All of which have given her a great response. Furthermore, to deal with growing demand Marvo has secured a great deal with a manufacturer in Wales to make her product. This way she can focus on developing recipes and growing the business instead of slaving away in the commercial kitchen she previously used.

Marvo is a keen supporter of The Prince's Initiative and attends their networking events to meet with other entrepreneurs and ask advice. 'The Prince's Initiative has a fantastic mission and it's so inspiring to meet so many other like-minded people at the networking events.' She is also very interested in attending one of their free workshops to gain advice on developing the marketing of her baby food.

In the future, Marvo hopes to grow her retail clients. She has recently purchased a new car through the profits of the business and so visiting retailers is now a lot easier. She also wants to build up the business so that one day she is the head of her very own food empire. With her success so far, this certainly doesn't seem unlikely!

If you'd like to find out more about Marvo's business or stock her product then log on to [www.marvofoods.com](http://www.marvofoods.com) or email [marvobaby@yahoo.co.uk](mailto:marvobaby@yahoo.co.uk)

If you would like to learn more about Senior Enterprise visit the website [www.seniorenterprise.ie](http://www.seniorenterprise.ie)

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