

From seasonal worker to entrepreneur 2.0 with the family recipe of virgin olive oil soap

LOCATION: Huétor-Tájar (Granada)

DURATION: 1'29"

SUMMARY: An entrepreneur from Granada has found a business opportunity making artisan soaps with olive oil that she sells through her blog. From her home and with the oil produced by the olive trees that surround her, María José completes every step of the production process, from the manufacturing of the soap to the packaging. She uses the family recipe, completing it with the knowledge she learned in a course when she was preparing to start her own company. Her start products are personalized soap, that she mainly sells for weddings.

VTR.

Olive oil is the main ingredient of her recipe, but she is not cooking any dish, she is making soap. María José has created her own business based in this artisan soap, part of the family tradition that she sells through her blog.

M^a JOSÉ LOBATO
'Baya de Oro' soap

"I liked the world of soap a lot, seeing my grandmother, seeing my mother, and then I decided to start courses, to study the skin, studying phytotherapy, saponification..."

After having grown among olive trees and even having been a seasonal worker, olive oil had to be also present in her new way to make a living. Through the Internet, her star product, personalized soaps, have reached almost every corner of Spain.

M^a JOSÉ LOBATO
'Baya de Oro' soap

"Clients can create their own soap, as if they were carving a jewel. They treat it many times the same way."

She mainly receives orders for weddings. María José studies all the details until she finds the perfect essence, that can be found in unexpected places as a mojito or the banquet's wine.

M^a JOSÉ LOBATO
'Baya de Oro' soap

"They want that it has personality."

The ingredients she uses are as sophisticated as mother-of-pearl...

M^a JOSÉ LOBATO
'Baya de Oro' soap

"As regular as fruit can be, as clays, honey, ecological honey, orange blossom honey, rosemary honey, acacia honey..."

A combination of tradition with new technologies that is the start of the business venture of this entrepreneur from Granada.

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