

## Petrina O'Halloran

### *Mama's Boobie Box*



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Petrina O'Halloran, who is originally from Athenry in Co Galway, set up her online business, Mama's Boobie Box, which is based at her home in Tulla, Co Clare, in March 2021.

An accountant by profession, Petrina was working as a financial controller for Not On The High Street in London, and then remotely in Ireland, when she began to research creating her business.

Having already moved back to Ireland from London in August 2020, she decided the time was right to get out of finance and pursue the business on a full-time basis.

Mama's Boobie Box specialises in breastfeeding products and gifts for new mothers.

Petrina was inspired to create the company after receiving inadequate breastfeeding advice from a young midwife after giving birth to her first child. She resolved to create a gift that would help new mothers to breastfeed should they wish to do so.

Mama's Boobie Box offers breastfeeding gift boxes full of the practical essentials required for a successful breastfeeding journey.

At first, Petrina sourced and packaged products for the gift boxes, but she has recently acquired a breastfeeding brand from the UK, which makes breastfeeding tops, and she is also now designing and manufacturing her own products.

Petrina says that the ACORNS programme gave her the focus to work on her business because goals were created in the first meeting and the participants were held accountable for them at every subsequent meeting. She says the support and feedback from other women in her ACORNS group was a great benefit.

She is now focused on increasing the range of products she manufactures and plans to grow exports to the UK and EU markets, where she already has some sales. She hopes to hire one full-time employee by 2025.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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Bia agus Mara  
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