

SMART ECONOMY GRANT

Supporting innovative ICT commercial ventures

SMART Economy grant supports Dive Rarotonga's new e-commerce venture

The Ministry of Finance and Economic Management (MFEM) is pleased to announce that Dive Rarotonga has been awarded a grant under the Government's SMART Economy Initiative (SMART) to help establish an e-commerce arm to their business. Dive Rarotonga will use the grant to establish an online store to market their full range of diving and snorkelling equipment, alongside useful videos to help customers with product choice, dive equipment servicing and teaching. Dive Rarotonga's Zoe Twigg and Neil Davison say the grant will enable them to realise an opportunity to expand on their current market, which has been impacted by COVID-19 travel restrictions.

"We currently market only to Rarotonga residents and tourists, so with tourism on hold we've had to look for other ways to grow our business. This venture will enable us to market to Aitutaki, the Pa Enua, and internationally. A broader market will mean that we can expand our product range to cater for the scuba diving needs of all

those pursuing a diving lifestyle. We are ideally positioned to offer a personalised online service, with videos to support customers in making equipment choices, and provide maintenance instructions and honest product reviews."

In future Dive Rarotonga's new online store will also sell customised Dive Rarotonga merchandise combining functional diving equipment, diving and leisure wear with the beauty, values and culture of the Cook Islands. Zoe says these products will appeal to the worldwide dive community, who are active, ocean-loving individuals passionate about SCUBA diving and wish-

ing to convey this passion through their clothing and accessories.

"While many online dive stores exist worldwide, they are purely functional. Dive Rarotonga's new e-store will be the first in the Cook Islands and the first internationally to combine functional dive products with the unique beauty of Pacific coral gardens, marine life and culture," says Zoe.

With a large existing international following and customers already expressing an interest in buying online, Dive Rarotonga's new e-commerce business is well-placed for success and a deserving SMART grant recipient.

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-Zoe Twigg, Dive Rarotonga Ltd

