

# Invest Ottawa DMS Future Proof

## Success Story: Nims Golden Bagya

### The Story

Nims Golden Bagya sells high-quality bagya, a traditional Djiboutian dish that serves as a nutritious and hardy treat. Bagya is a falafel-like food made of cilantro, kidney beans, black-eyed peas, and other pure greens which is then fried and dipped in a mild or hot sauce. What makes owner Nima London's bagya truly special is her mother's secret sauce — a traditional family recipe. Nima uses only the highest quality organic ingredients in her bagya, and all food is packaged in an environmentally friendly manner. Her menu is also entirely vegetarian and vegan friendly. This is a snack that is sure to have you craving more.



### The Obstacle

When the economic realities of COVID-19 set in for many of Nima's customers, it meant that unfortunately not as many orders were being placed for her delicious bagya. Business had slowed down tremendously and Nima was struggling to navigate how she would attract and retain new customers. Thankfully through word-of-mouth Nima was able to find her way to the Digital Main Street program.

### The Solution

The Digital Main Street Transformation Team worked collaboratively with Nima to develop her e-commerce platform and bolster the look and feel of her brand. Through professional photos, mentorship services, and social media training and support, as well as a new and improved website, Nima was able to grow her business's following and reach new customers. Nima credits the influx of customers in the past few months to the support of the team and says that Digital Main Street provided her with the confidence and abilities she needed to be a successful business owner.

# The Update and the Future

When Nima first started her business, her customers were solely people who shared her background, but now her customers are Ottawans from all walks of life. She is excited for even more new customers to taste her bagya and fall in love with this traditional Djiboutian dish. Nima says she is glad that anyone interested in tasting her specialty dish now has the ability to thanks to her awesome website.

## Testimonial

“What I loved the most about my experience with Digital Main Street was how genuine everyone was and how much they believed in what I was doing,” says Nima of her experience. “When I first started the program, I was working six days a week, but the team was so flexible with my time. I felt heard and I knew I was going in the right direction with my business.”

## Get Connected!



**Nima London**  
Founder, Nims Golden Bagya

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 [instagram.com/nimsgoldenbagya](https://instagram.com/nimsgoldenbagya)

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