

From Battlefield to Storefront: The Inspiring Success Story of Tygart Valley Supply

BELINGTON, WEST VIRGINIA, UNITED STATES, September 12, 2023 /EINPresswire.com/ -- Josh and Shawntra Raschella believe in two things: service and community. This led Josh, with a military background, to open [Tygart Valley Supply](#) along the Tygart Valley Riverbanks in Belington, West Virginia. They specialize in providing retail hardware, animal feed, seasonal, and home supplies to the local community. They strongly support first responders, the military, and police. Josh's goal for the business is to combine a small-town store feel with modern approaches while still maintaining their family-oriented customer service.



Answering The Call To Serve in a New Way

Josh Raschella's roots are in service, having started as a supply sergeant in the military. His role was crucial: ensuring fellow soldiers had necessary supplies for their missions. He didn't know then that this experience would lay the foundation for Tygart Valley Supply.

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Running a business while still on active duty is time-consuming and, at times, very stressful. You all took my idea and made it a reality.”

Josh Raschella

Overcoming the Tech Challenge: A Journey to Digital Excellence

While Josh excelled in supply and service, the technological aspect of business posed a new challenge. With decades of military experience, technology was unfamiliar. The Raschellas found guidance in [New Media Retailer](#). The journey from tech novice to proficiency was supported by the agency's expertise. [New Media Retailer's affordable solutions stood out](#), making it a perfect fit for Tygart Valley

Supply's needs.

Staying Ahead of their Competitors and Building a New Improved Website

Josh recognized the significance of staying ahead of the competition, but he also understood the value of taking a strategic approach to building a website and establishing an online presence. He did not want to jump in and use a huge budget on their website and marketing until he saw potential customers searching for them. Josh appreciated the well-timed launch of their upgraded website, and he commended New Media Retailer for keeping him consistently updated. On several occasions, he reached out to his dedicated marketing specialist to discuss changes, and he was highly impressed by her swift response time and efficient turnaround for updates.

A Balancing Act: Military Commitment and Business Vision

Josh Raschella's military commitment is strong, leaving Shawntra, his wife and business partner, to handle Tygart Valley Supply's day-to-day operations. Despite challenges, their persistence paid off, seen in positive engagement on their Facebook page after unveiling their updated website. The interplay between military duty and entrepreneurial spirit serves as an inspiration to others aiming to make their mark in the business world. Their website goals are to eventually transition to e-commerce in the future. They want to have a website where customers can physically order online for convenience, pick up at the store, and eventually get into delivery 1-2 days per week.

At New Media Retailer, we believe that success stories like Tygart Valley Supply's are the heart of what we do. We're dedicated to providing unparalleled support, guidance, and expertise to our clients, empowering them to achieve their business goals and dreams.

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