

SUCCESS STORY

Commonwealth Nutrition, LLC

Joseph Kania, Owner

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PENNSYLVANIA



Small Business
Development Center
Duquesne University

*Helping businesses
start, grow, and prosper.*

Duquesne University SBDC

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Industry:

Food (Health)
Supplement Retailers

Year Founded:

2021

Consultant:

Cynthia (Cindi) Oliver

SBDC Assistance:

Business Plan Writing, Financial
Planning, Digital Marketing
Review



Joseph Kania, a dedicated City of Pittsburgh Detective, has been a first responder since 2015. Before, Joseph Kania developed and operated the sales and marketing for a local vitamin and supplement store since 2009 where he learned about customers' wants and needs when it came to their overall health and wellness and developed the skills and contacts necessary to pursue a new venture outside of law enforcement.

Post-pandemic, Joseph Kania had a vision of a local vitamin and supplement store where customers could visit where there are no high-pressure sales pitches or tactics, a place where individuals can get everything they need to get started or keep going with their fitness goals, and even more, a destination where people from all walks of life can join the community of positive individuals striving for a healthier lifestyle.

In 2021, he took a leap of faith and opened his first retail store in Ross Township, PA. From signing the lease to opening the doors in less than one week, he was determined to build this vision for the better good of the community.

While developing his targeted audience, he knew he needed to establish values and a guiding light to create and grow the community. He worked with The Duquesne University Small Business Development Center (SBDC) and our consultants as a guide to ensure that each and every customer who walked through the door knows they have their best interests at heart and that everyone is of value.

The vitamin and supplement industry has evolved from early scientific discoveries to a global multi-billion-dollar business, driven by changing consumer demands, regulatory shifts, and technological advances. Today, it continues to expand as people prioritize health, wellness, and natural solutions to support their lifestyles.

Joseph has a passion for helping others. He and his team strive to create a synergetic environment where they are focused on helping the customer. The Duquesne University Small Business Development Center (SBDC) has been happy and proud to work with Joseph on his journey and continue to help when we can.

