**The Bee’s Knees – Unit 3, Using Social Media in Business**

The company has been running for the past two years, the owner has learnt so much about the keeping of bee’s and the benefits that these little creatures provide that they wish to give as much detail out to the world as they can.

The company sell, the honey and Wax that the bee’s produce. The Honey that they produce is local and generally nectar and pollen gathered from wild and residential flowers that can be found in the local area.

The bee’s themselves travel up to three miles to collect the nectar and pollen to turn it in to the beautiful honey that the company are well known for. The extra wax that the bees create is rendered down in to small blocks that is sold as furniture polish.

The company, after getting involved in their local Bee Keepers Association have a new understanding to the battle that the humble honey bee has to stay in existence. The attack of the Asian hornet, Neonicotinoid pesticides, American and European fowl brood among other issues.

The company would like to not only promote themselves, the products and services that they have to offer, but, to educate people to the benefits (health and lifestyle) and struggles that bee’s have.

Areas of information can be found from a number of sources including,

BBKA – The British Bee Keepers Association,

DEFRA – Department for Environment, Food and Rural Affairs

Thornes – Bee Keeping Equipment

Honey Flow – A crowed funded project that has changed the way bee keepers work. (Fantastic case study)