

Deborah Jayne

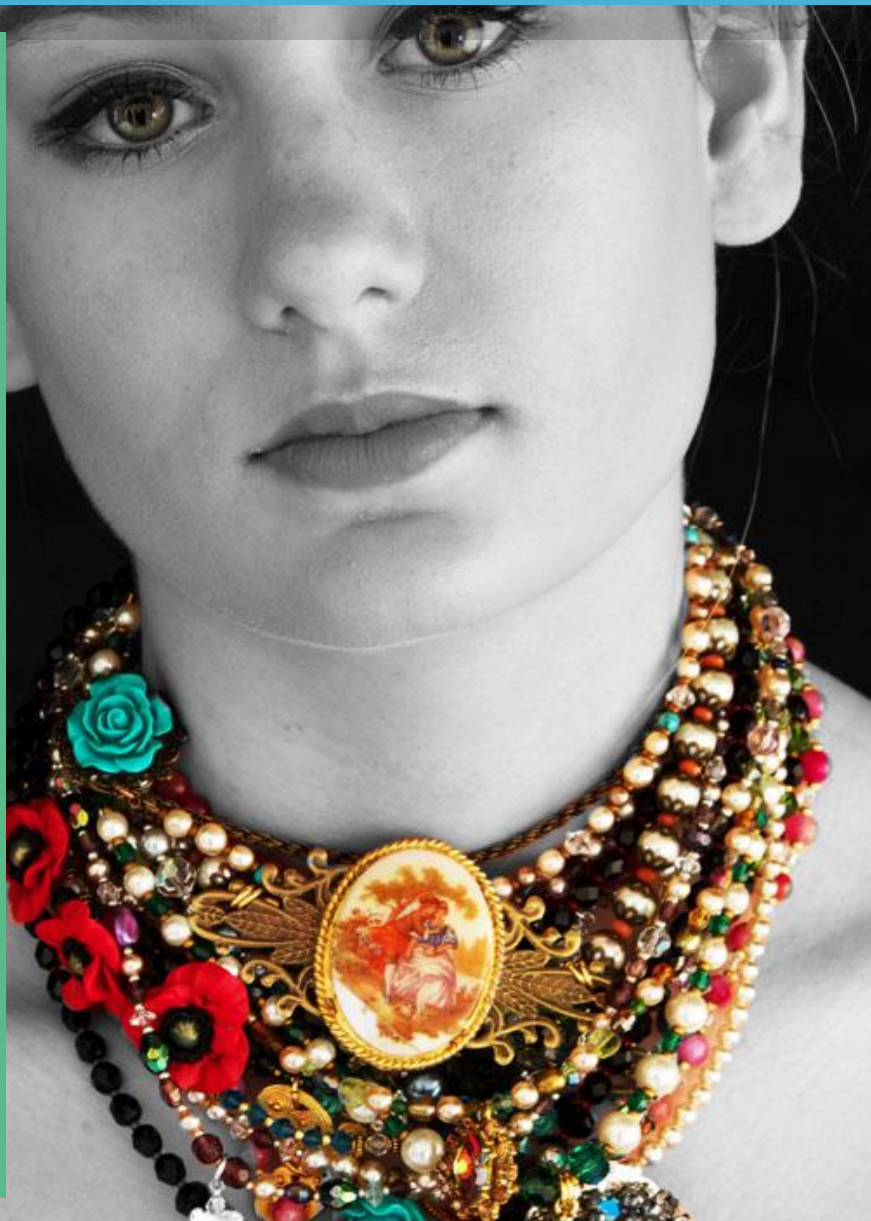
Lichfield Has a Sparkling New Business

Deborah Jayne has been trading for a few years, and specialises in taking vintage pieces and updating them with precious stones. Makes items to sell online and at events, and also takes commissions. They also provide special pieces for weddings and other occasions.

Having traded for a short while, Deborah enquires with the Enterprise for Success programme to get some help and clarity on a number of areas including financial planning, Tax and Vat guidance as well as some general Marketing support to help her promote her business and its services more effectively.

A dedicated Business Advisor was deployed who as well as assisting with some financial planning and forecasting for the business, also sign posted the Tax and expenses queries through to HMRC to get the most up to date and accurate information. The Advisor also completed a thorough diagnostic on the business, pin pointing where there were gaps in some of the Marketing Strategies, linking into the development of some of the businesses product offers.

The Business has now launched a new “bundle package” for Wedding customers as well as having a made some new, useful contacts within the wedding sector.



CASE STUDY

Business Owners Deborah Jayne say:

"I'm just amazed at the ideas that came out of just two meetings. It was great to have external, expert input in to how I can raise my profile and generate more from the wedding sector"

"This is a relatively rare idea and quite creative. Taking genuine vintage pieces and enhancing them without compromising the original design, with the addition of precious stones and by reworking the design."



The Business owners go on to say:

"Having a business advisor who can listen to your ideas and offer an objective view is something that every business owner should have. I would recommend anyone starting a business or looking to grow should get the help and support available through this programme"

To find out more about how you can start your business in the most successful way, contact us on 01905 676 773

Enterprise for Success is part funded by the European Regional Development Fund

T. 01905-676773
E. startup@blueorchid.co.uk



European Union
European Regional
Development Fund