

The Posativi-tee company

Exclusive T-Shirts and Products Designed For You

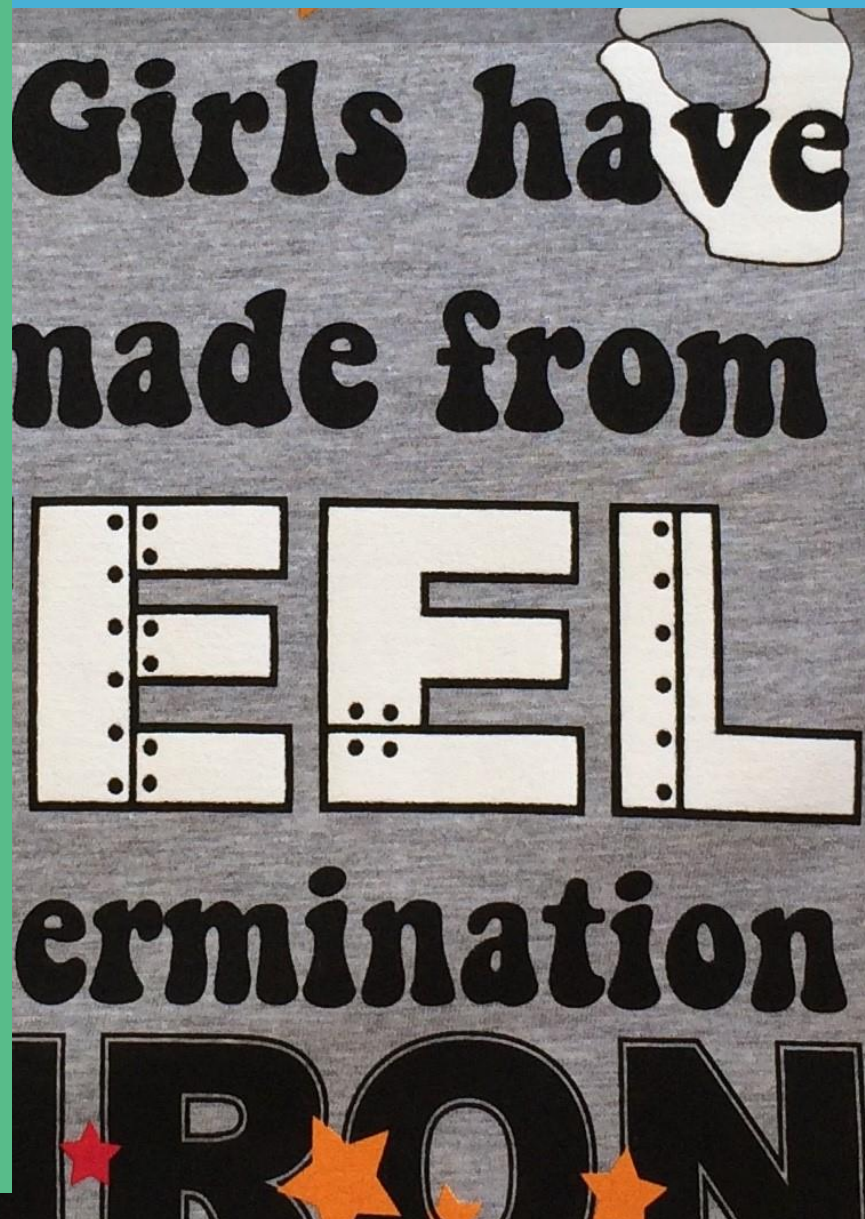
New Tamworth Start Up makes a Positive Start in Business

Emma Corbett studied Fashion Design and marketing at University. She used this qualification to work in the fashion industry for 10 years, designing for TK Maxx, Dorothy Perkins, TopShop and Next. She later retrained as an Early Years Educator working in Nursery schools, which fitted around having young children. However, last year she was made redundant from this job, and decided to go back to her design background.

Over recent times, her teenage daughter started posting empowering slogans on her social media accounts and also taped them to her bedroom walls. She identified a niche product that was not catered for when she realised how many young people are looking for positive messages at present.

Having never been in business before, Emma contacted Blue Orchid and enrolled herself on the Enterprise for Success programme. There she received business training, 1-2-1 advice and guidance and support in applying for a local start up grant provided by Tamworth Council.

Having now launched, she is the proud owner of a business that appeals to both young people and parents. Her mission to provide positive slogans and messages are important counter balances to the evidence that social media plays a part in lowering confidence especially amongst young girls and can lead to alienation and unhappiness. Emma is now looking at how counter against bullying amongst the younger generation with her new products



CASE STUDY

Business Owner Emma says:

“My Brand, ‘The Positivi-Tee Company’ is about taking a step back from the culture that values only your appearance. Look inside yourself and value your own strengths. Who else needs to like you on Facebook if you like yourself and your real life. Let’s spread this message of positivity”.



Emma goes on to say:

“Blue Orchid and the Enterprise for Success programme has given me both help when needed, and inspiration to press on. They have given me huge help in preparing a business plan and then applying for a start-up grant from Tamworth Council”

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

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