

# CASE STUDY

## THE WORK PLACEMENT AGENCY

### *New Placement Agency Start Up sets up in Solihull*

Valerie is originally from France and has made her home in Solihull living with her husband and two daughters. Starting any business is a challenge and more so if English is your second language.

Looking for assistance to get her new business venture off the ground, she made enquiries with the “Enterprise for Success” programme where she was quickly booked onto a local business planning workshop. She was then assigned a personal business advisor who assisted her with a variety of aspects of her business including resources planning and the best structure for her business.

Valerie also received support with marketing strategy, pricing strategy, financial planning as well as being provided with a number of contacts within the business support community including Solihull Chamber of Commerce of which she is now a member. She has also forged relationships with Local Authorities and other local businesses.

Valerie is fully focused and committed to her business and is determined that it will succeed to become a profitable and sustainable venture. She is now exploring relationships between the UK and France despite the vote to leave the EU and potential Brexit difficulties she may encounter.



T. 01905-676773  
E. [startup@blueorchid.co.uk](mailto:startup@blueorchid.co.uk)



European Union  
European Regional  
Development Fund



# CASE STUDY

## Business Owner Valerie says:

*“The Enterprise for Success programme provides a very efficient service. It helped me to build relationships, to understand the English organisations and the English culture. We worked in a collaborative approach: review of the agenda, prioritise and plan the actions, identify a problem and the action to do with regards to digital marketing, partnership, vision/purpose for the business and pricing strategy”*



## Valerie goes on to say:

*“It was very helpful to identify the key objectives and achieve goals. It helps me to continue moving forward and become more and more confident. There is nothing more helpful than a clear guidance. It is this clarity that breeds trust and confidence.”*

**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](mailto:startup@blueorchid.co.uk)**



**European Union**  
European Regional  
Development Fund