

# CASE STUDY

## VINTAGE STITCHES

[www.vintage-stitches.co.uk](http://www.vintage-stitches.co.uk)

## *A Stitch in Vintage time for New Redditch Start up Business*

Being a huge fan of the fashions of the 1940's, as well as having a very talented Mother who has a flair for knitting, Sandy decided that 2017 was the year to combine these 2 passions to create a new business.

Wanting to know how to approach starting a new business in the most effective and logical way, she attended the 2-day Business Start-up Masterclass where she began to understand how to approach putting together her business plan. This was followed up with a series of 1-2-1 bespoke advisory sessions with her dedicated Business Advisor who helped bring Sandy up to speed on all the new marketing and promotional skills and techniques.

Sandy's advisor also assisted her with applying for a £500 start-up grant, supplied by the local council, to help pay towards some useful kit to allow Sandy to promote herself more formally.

6 months on Sandy has orders of between 30-60 items per month. She has also provided items for The Museum of Cannock Chase, Bletchley Park's Knit One project, History Wardrobe and currently provides the knitwear for the character of "Christopher Wren" in The Mousetrap, St Martin's Theatre, London.

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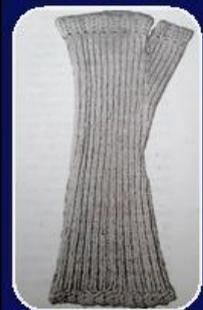
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## Business Owner Sandy says:

*“My Business Advisor has been so supportive and helped me to process my business start-up in a logical way, helping me to make my own conclusions, giving me up to date information and good contacts and advice. I would never hesitate to recommend the course to anyone. “*

*“My advisor helped me to apply for a grant of £500 (the maximum amount available) towards start-up costs of a proper Gala Tent and Canvas Trader tent for exhibitions which has been invaluable in helping me get my business off the grounds”*



## Sandy goes on to say:

*“I have started to be approached as a “Source of Information” for knitting history and have been invited to give talks and workshops at events, which are a further source of income or given in lieu of payment for a trade stall.”*

**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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