



# CASE STUDY



## *Sewing the Seeds for Success Solihull based Start-up*

Family memories of making handmade clothes inspires Solihull-based Lorna to start up something 'sew' amazing!

Lorna, a former physiotherapist working with children in the NHS, set her mind on a career change after her young children were born. After testing the popularity of a few social and sewing skills workshops with family and friends in the evenings, Lorna was inspired to follow her new career chapter.

In order to realise her dream, Lorna turned to Enterprise for Success, a free business assistance and mentoring programme for start-ups in Solihull that is supported by the Greater Birmingham and Solihull Local Enterprise Partnership's Growth Hub and the European Regional Development Fund and delivered locally by Blue Orchid.

Investing in new equipment for the workshops and getting the business off the ground in a viable way was one thing. Now All About the Sew is focused on expanding workshop numbers and exploring potential new markets, including children's workshops.



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## Business Owner Lorna says:

*“The free advice and support I’ve received – and continue to receive – from Enterprise for Success has been invaluable”*

*“Starting a business from scratch with no business experience can be quite daunting but, just like a sewing project, the pieces can come together over time to create something truly special.*



## Lorna goes on to say:

*“My advisor has a wealth of business experience and has given me the advice, tools and confidence to develop a sound business plan for the future, on that takes on board costs, marketing, research and financial forecasting among many other things small business owners have to quickly learn! They also signposted me to further resources, workshops and support, which have been incredibly useful.”*

**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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