

## CASE STUDY: New Enterprise Allowance

### Whites Delicatessen, Nick White

#### BACKGROUND

Nick's background was working for a major banking group as an Analyst, however he had always had a passion for locally grown foods and produce and was a keen chilli grower himself.

After being made redundant from his post within the banking group, Nick decided to have a change of career and follow his dream in owning his own delicatessen. So with the support of his wife, he decided to open 'Whites Delicatessen' in the heart of Chelmsford.



*"The New Enterprise Allowance has supported me in being able to take the step into setting up my own business. I have always had a passion for fine food and dining and it is great to now be in a position where I am running my own business. The New Enterprise Allowance has equipped me with the skills to be able to do this."*

*Nick White*

#### HOW IXION HAS HELPED TO OVERCOME THEIR BARRIERS

Nick had to overcome the financial barriers to starting this business as due to the nature of the business, start-up costs were substantial. However, with the support again from his wife, a professional Finance Director and qualified Accountant, they prepared a business plan which in turn secured the funding to make this business a reality. Other barriers faced were food hygiene qualifications and an alcohol licence, however these too were overcome. Ixion provided Business Adviser support to guide Nick through the New Enterprise Allowance application process and continues to provide additional and on-going support via the Mentor Hive, an online database of business Mentors to coach and support individuals to start and develop their enterprise.

#### WHAT THE FUTURE HOLDS

Since the opening by Cllr. Chris Kingsley – Mayor of Chelmsford

We have crammed our delicatessen counter with the finest Cheeses, Hams, Cured Meats, Patés, Quiches, Pies, Scotch Eggs and an array of Olives, Antipasti, Pestos and Pastes. We also make fresh Salads, Sandwiches, Desserts and Patisseries. Whether it's a working lunch, a pre-theatre treat or you simply love fine food a visit to our Deli counter is a must.

