

## CASE STUDY: Developing Your Enterprise

### Ellie Smith

#### BACKGROUND

Ellie is a middle-aged creative woman who has passion for Fine Art which she studied at University. She has worked across a variety of job roles in the past from owning a small local vintage shop to her most recent role of working at Southend College in the Learner



Services department where unfortunately she was made redundant. It was after this that she decided she wanted to try going self-employed and engaging with her creative side to make a living through balloon decorating.



Her company “**The Balloon Room**” specialises in making unique, personalised balloons for occasions such as weddings, birthdays or any corporate events. It is currently in the final business planning stages whereby Ellie is confirming all the marketing for her business and ensuring she is well advertised to her customers. Ellie is hoping to officially start trading by February 2013

#### A DAY IN THE LIFE OF...

Ellie found the Developing Your Enterprise course extremely useful and it gave her the confidence to pursue her business idea. Before going on the workshop she was unsure whether her business was achievable and was constantly rethinking about going self-employed and if it was the best choice. However, by attending the workshop in December 2012 this made Ellie realise that it is achievable and can support her financially as long as she puts in the time and effort and is motivated enough to make it work. Her favourite part off the workshop was interacting and bouncing ideas of other entrepreneurs and the help and support provided from everyone. Overall, Ellie is very happy that she attended the workshop as not only did she learn lots of new things but it gave her the boost she needed to start her business.

#### WHAT THE FUTURE HOLDS

If the business is sustainable, Ellie would love to be able to hire an employee and grow the business in the future. Ellie’s main aim is to officially start trading within the next month and maintain a regular income which will be enough to support her financially.