

Whilst studying for her A Levels, Becki Train had always been at the centre of organising nights out for her friends. She felt this was something she was good at and decided to do a degree in events management.

After graduating, Becki got a job working for an events company in Liverpool, but when this business closed Becki, aged 23, started her own event and conference management business. With no mortgage or family she felt she could afford to take the risk.

Seeking advice Becki went on a free business planning course run by BusinessLink which helped her focus her ideas and gave her access to a business mentor to offer advice as she started her business.

Being in the service industry her start up costs were low and a £2,000 loan from her parents enabled her to buy the basic office equipment.

Working in the events management industry she wanted to project a professional image and so set up as a limited company, Events Northern. Becki managed to keep her overheads down by working from home and held an evening and weekend job in a bar so that she wouldn't have to draw a salary.

The company turnover has grown from £52,000 in her first year to £105,000 last year and she is convinced she will continue to see gradual growth.

[www.eventsnorthern.co.uk](http://www.eventsnorthern.co.uk)



Source: Telegraph

## Pet Pavilion



Inspired by the pet parlours in the United States, Andrew and Jenny Edells realised that there was a gap in the market for a pampered pet experience in the UK. They decided that the concept of over-indulging our four legged friends with extravagant gifts could well be a winner, particularly in the affluent London area of Chelsea.

To create the ultimate pet experience, the couple teamed up with Dan Thomas, a local pet grooming expert, who was looking for new premises. The idea was to provide a luxury pet store and grooming service under one roof.

The initial start up challenge was finding suitable premises. It needed to be big enough for the venture, at a reasonable price and with landlords who were happy with the idea of dogs coming in and out of the property! Perseverance paid off and a location was found in Chelsea Farmers Market. Wary of over-committing themselves before the business was proven, they raised a modest bank loan of £38,000.

The sort of personal service on which they were determined the business would be founded was an instant hit with customers. Ladies who lunch could do so secure in the knowledge that their pet was safely parked at Pet Pavilion. Soon the business had built up a regular, loyal client base. It now has a turnover of £500,000 and four staff, directors included.

The key to their success was good merchandising commented Mr Edells, going over to America and spotting the latest trends has been an essential part of ensuring our products meet the customer needs, whether it is pet umbrellas or tailor made jewelled collars, the pooches and their owners are well catered for.

[www.petpavilion.co.uk](http://www.petpavilion.co.uk)

Source: The Telegraph