



## Case Study

**Stacy Beattie**

*Enterprise Norfolk*

“*The project has been a massive confidence booster and I feel that I have the skills to set me off on the right path in starting my business.*”

**Stacy Beattie**

**Eclectic Therapist, Stacy's Natural Gifts**

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**Project:** Enterprise Norfolk Business Support

**Business Sector:** Natural Gifts

**Location:** West Norfolk

**Job Outcome:** Set up her own natural gifts company

The Enterprise Norfolk programme runs free business start-up workshops and advice to would-be entrepreneurs. These workshops are available to all residents of King's Lynn and West Norfolk, thanks to the support of TCHC and funding from the Borough Council of King's Lynn and West Norfolk.

Stacy Beattie, one participant of the programme, was unemployed and attracted to setting up a business by the possibility of flexible working hours. She found out about it through her local jobcentre and decided to get involved.

The first workshop Stacy attended was the 'Is it for me?' workshop. This workshop is designed to provide an introduction to enterprise and it really helped her to think about all that is involved in starting a business. She had no experience of running a business but understood the hard-work and planning required, and wanted to attend the workshop to find out more about it.

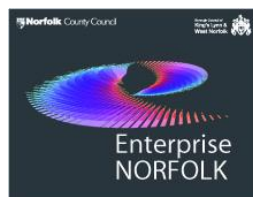
She enjoyed this workshop so much that she then attended the 'Planning your business' workshop, which helped her with consolidating her business knowledge and writing a business plan.

Determined not to become another statistic, Stacy feared that her lack of business knowledge and inexperience when it came to things like cash flow charts, tax and national insurance would affect her ability to set up and run a business successfully past its first year. However, the workshops helped to eradicate these fears and build her confidence as she learned a great deal about what is involved in setting up and successfully running a business.

The programme also gave her one-to-one sessions with an experienced business adviser, who helped to clarify anything she did not understand and helped her through each stage of the process. She now has access to help and support when she needs it.

Stacy has since set up her own natural gifts company and now has the confidence to build her business and make it successful.

*The Enterprise Norfolk project is a programme supported by the Borough Council of King's Lynn and West Norfolk*



Borough Council of  
**King's Lynn &  
West Norfolk**

