



Case Study

Melissa Frayn
Enterprise Norfolk

“*It made me realise that there is potential in the business and I have been re-motivated to put the Business Plan into action and make new products.*”

Melissa Frayn
Business Owner, Knotty Leads

Project: Enterprise Norfolk Business Support

Business Sector: Business Support

Location: West Norfolk

Job Outcome: Knotty Leads

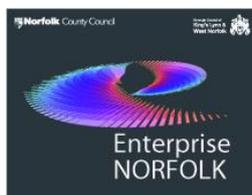
Melissa Frayn had first launched her business Knotty Leads in Yorkshire and things were going well but after a move to Norfolk, she found herself struggling to get her business back up and running again. It was purely by chance that one day she read an article about a series of business start up workshops run by TCHC as part of the Enterprise Norfolk Programme, which is funded by the Borough Council of King's Lynn and West Norfolk. She realised that the course was just what she needed to get help and advice on carrying her business forward.

There are three stand-alone workshops run as part of the course designed to help participants decide if starting a business is for them and learn and develop key business skills. Melissa took part in the final workshop in the series, 'Planning Your Business', designed to help participants with planning their business and learning more about topics such as marketing, which Melissa found very helpful and forced her to focus on her business goals.

The course really helped to build her confidence and get her business starting again. She also updated her website with new photographs and information thanks to advice she received from the workshop. The workshop was followed by one-to-one support from TCHC's Enterprise Facilitator, who really helped to motivate her and see the potential in her business.

She was able to drum up some repeat business in Norfolk as well as gaining new customers, and she is now developing new products.

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



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

