



RESURRECTION (ECO)FURNITURE

Working for yourself means
you can follow your
convictions

Carmel Botwright, Resurrection (eco)Furniture, Chesham

Carmel takes unwanted furniture, redesigns and refurbishes it into a fresh new and exclusive piece of furniture. Her company ethos is to help put a stop to rampant disposable consumerism not only by helping the environment but by putting value back into existing possessions. Her furniture is all about uniqueness and the company aims to foster appreciation of things and promote environmental responsibility.

CONVICTIONS



Carmel had been very successful in her career but didn't feel totally happy. She'd always wanted to be in charge of her own business. "I realised I could either carry on the same old safe path for the rest of my life or I could be brave! I had started furniture refurbishment as a hobby and decided to take it further to see if I could do it as a career." For two months Carmel scouted out the business idea, then took a large leap and left work. She travelled around the world for couple of months, during which time she sourced materials and suppliers and did a lot of thinking and planning.

From the very beginning Carmel knew she couldn't do it all by herself. Searching the Internet for help she found Business Link and contacted them to discuss ideas. "They offered me a free workshop to see if I had what it takes and if my business idea would be viable. Being free I simply couldn't turn it down, though I was sceptical over its value. I'm so very glad I went because it was excellent. The knowledge I've gained and the network of contacts are great. I get so many good ideas and suggestions from them." Carmel has attended workshops covering website creation, financial planning, PR and how to register your business.

Business Link encouraged Carmel to look at the whole business, to work out the brand and what it stood for and identify a structure for supplying her products. "I hadn't thought through the complexity of the supply chain or transport and storage issues. It made me realise how much I didn't know and how far I had to go!"

Carmel has had to take many challenging steps but she prefers not to see them as hurdles. "Things are going slower than I expected but I'm relaxed about that now as I'm learning good lessons along the way. I'm more pragmatic and can cope better when things go wrong; I've learned from everything. I'm amazed at how supportive people are and there are lots of people with ideas to share. Business is about confidence and conviction. Look into yourself and ask honestly 'do I really want to do this?' then have the courage to follow that conviction."

For further information on setting up a business,
contact Business Link on 0845 600 9006
www.businesslink.gov.uk