



ELEMENTS OF BUSINESS SUCCESS

Women in Business
reflect on their successes

Women in the South East
tell their stories on setting
up their own businesses,
lessons learned and
overcoming barriers.

ELEMENTS OF BUSINESS SUCCESS

What makes a person an entrepreneur?
How do you recognise an entrepreneur?
How do you know if you are one?

There could be a misconception that being an entrepreneur is only for an elite number of people; people who develop a business idea, and reach Richard Branson or Anita Roddick heights of status and achievement. The truth is - anyone can be an entrepreneur! If you've got a great idea, and the determination to make it happen, then you're already part way there.

Women, more so than men, often face barriers like identifying sources of effective business advice and support, knowing how and where to access finance and finding ways to combine caring and domestic responsibility. This is recognised in the South East as a missed opportunity for women and for the economy and SEEDA with its partners is working to provide women friendly business support within these areas.



The regions **Business Links** are able to provide information and help to new and existing businesses. There are six Business Links located around the South East – Surrey, Kent, Hampshire and the Isle of Wight, Berkshire, Sussex, Milton Keynes, Oxfordshire and Buckinghamshire. They can give impartial business advice and signpost you to service providers who meet your needs. You can contact them on 0845 600 9 006 or find your local office at www.businesslink.gov.uk



The **Enterprise Gateway Network** is a joint initiative developed by the South East England Development Agency (SEEDA) and the South East Business Links. There are currently 16 operational Enterprise Gateways all run by Gateway Directors and supported by a business champion and local community groups.

Enterprise Gateways promote a culture of enterprise and self employment, particularly amongst disadvantaged individuals and groups. The Gateway Director provides intensive business guidance, signposting and support to give clients the confidence and skills they need to revitalise their working opportunities and thereby, their lives.



The **South East England Development Agency (SEEDA)** is a government funded agency set up in 1999 responsible for the economic and social development of the South East. SEEDA and its partners are working at realising the potential of Women's Enterprise in the South East, which will not only make a significant contribution in rivaling the world's most competitive regions, but will transform the lives of individual women, their families and communities particularly in disadvantaged areas. Find out more about Women's Enterprise in the South East at www.womensenterprisesoutheast.co.uk