

“Finding good support and being part of a business/women's community you'll discover that you're not alone. Know your limitations and compensate for your weaknesses.”

Hazel Tan, China's Secret Teas



“China's Secret Teas was created to share the knowledge of a whole range of high grade Chinese teas and the optimal brewing conditions needed to gain the maximum health benefits.

I found the encouragement, support, training and networking offered by the Slough Enterprise Gateway a real confidence boost. A different perspective and a listening ear really helped. Starting up needed more money than I originally thought – creating the right packaging and marketing is expensive. However, I've already received positive feedback from test marketing and presentations, and the effort I put into test marketing and presentations to target audiences helped me secure a start-up loan from the Prince's Trust.”

Hazel is a member of the Business Women Network at Slough Enterprise Gateway and attended courses which include; Assertiveness, Marketing, Time Management and VAT. She also received one to one business advice.

“I have achieved so much in six months, a good product, packaging and a website. I've learned it's alright to make mistakes and to focus on being unique and different from the competition. Thinking ahead, I would like to set up Chinese style tea houses – oases where people can just sit and enjoy tea, conversation and life.”

For further information on setting up a business, contact Business Link on 0845 600 9006 / www.businesslink.gov.uk or find your local Enterprise Gateway at www.enterprisegatewaymagazine.co.uk



ELEMENTS OF BUSINESS SUCCESS:

PATIENCE > dealing calmly with frustration, taking time, changing the pace of life

Hazel Tan, China's Secret Teas, Berkshire
www.chinasecret.co.uk

China's Secret Teas is based at Hazel's home in Maidenhead and imports specialist Chinese teas, retailing them direct to the consumer on the web as well as wholesale to specialist delis, luxury department stores and the foodservice industry.

PATIENCE