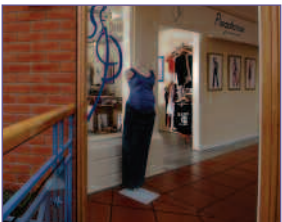


"If you have determination, passion for your goal and faith in yourself, you can achieve it."

Loretta Walpole, Pregalicious



"Lisa Tomlinson, my business partner and I are two friends who saw a gap within the local marketplace. We wanted to create a shop dedicated to the expectant mother, with space for pushchairs, toys to keep little ones amused, spacious changing rooms and stocking a wide choice of clothes hand-picked from reputable designers that celebrated the changing shape of pregnancy.

We are now in our second year of business. Through support from Business Link Kent we attended useful training courses and 'networked' at Women in Business lunches. We also visited interesting exhibitions at the NEC, Birmingham to get to know the market. The business was a new direction for both of us, we were new to the retail trade and the maternity-wear market, but being mothers ourselves, we valued the flexibility of being our own bosses.

After the thrill and hard work of launching the business, it's been a challenge to keep up with the day-to-day running of it. Strength of character, the willingness to put everything into the business for very little return initially, and an ability to keep focused and plan for the future has been essential.

Despite the challenges we feel a real sense of achievement and excited to see what each day brings. We've achieved our initial goal of setting up the shop, and our online website was launched in November. This was always part of the plan, but a shop where customers could come and see the clothes, touch the fabrics and try on the different styles was our first priority. Starting our own business has become a way of life, not just a job."

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:

SERENITY > experiencing peace of mind, relaxing, enjoying harmony

Loretta Walpole, Pregalicious, Kent
www.pregalicious.co.uk

Pregalicious is a shop in Maidstone, Kent, designed solely for the expectant mother, stocking a range of fashionable styles with friendly staff on hand to give customers advice. The shop provides a relaxing environment with comfy seating and a special area to keep children amused.

