



ADNAJ ARTS AND CRAFTS

Working for yourself gives you the

focus
to be a success

Zoe Janda, Adnaj Arts and Crafts, Eastbourne

It was Zoe's children who encouraged her to try out her idea of selling the wonderful objects from her Zimbabwean home. So she bought some stock, booked a stand at an arts and craft show in Eastbourne and sold almost everything! Her family encouraged her to do more shows and each time she enjoyed it more, learned more and – importantly - sold more!

FOCUS



Although working full-time as a nurse, Zoe always wanted to have her own business but lacked confidence in herself. Her first trade shows gave an insight into the strengths that she already possessed but also highlighted the areas where she needed help.

Zoe already had capital but needed to open a business bank account. This proved to be one of the most frustrating hurdles for Zoe. "I went to see my bank to open an account (and not to borrow money) not once but three times, but they said that I had no business experience and that my business was not viable. The first person I saw actually laughed and asked who would buy this sort of thing!" This made Zoe feel that she was not being taken seriously.

A friend recommended that Zoe speak with Business Link after the first bank rejection. "My friend said that Business Link would help me with a business plan and much more. The day I called they had just announced a business course specifically for women which was very flexible on times and attendance, so I grabbed the opportunity."

Business Link worked with Zoe to identify areas where she had weaknesses and they put her in touch with specialists who were strong in these areas. "They encouraged me to focus by giving concrete and real advice, giving me all sorts of valuable help such as deterring me from committing to the huge cost of a high street business rental. In fact, they suggested the premises where I am now."

Zoe also attended networking events with her Business Link mentor to help her with marketing and building her confidence. Through this, she is now working with someone to put the shop online – a whole new dimension to the business. Zoe's grown-up children have been very involved in the business and the whole family is working together to make Adnaj a success.

"I thought that setting up and running a business would be *much* easier than it actually was, but I have learned so much and had such great support. I have discovered that you need to get your idea focused, get good advice, work hard and you will make it."

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