

flyingstart



Name: Yieze Cattle
Age: 55 years
Business: Aygeas Foods
Service: Manufacturers and suppliers of African food
Website: www.aygeasfoods.com
University: University of Surrey, Roehampton Campus

Description of business:

Manufacturers and suppliers of African foods adapted for the taste buds of the West. Yieze began her business by giving away food samples to get people interested in her idea. Next, she began to actively seek out shop owners and explain to them the benefits of her innovative product. Yieze followed up with roadshows, in front of market stalls selling her products. The shops continued selling and then began ordering stocks of Aygeas Foods products. Next, Yieze targeted cash and carry outlets. Slowly, but progressively, her business has been expanding.

Aygeas Foods products include oatmeal fufu, oatmeal flour, cook in sauces, African ready meals, egusi soups and yaje pastes, all manufactured in the UK.

At a glance....

Graduated:	2006
Started Trading:	2007
Investment:	£10,000
Turnover:	£30,000

Business achievements:

- Participated in exhibitions like The Speciality Foods Exhibition, The BBC Good Food Show London (2007 and 2008).
- Member of The Food Network, The Food Club and Greater London Enterprise among others.

How has FlyingStart helped:

'FlyingStart actually boosted my confidence by making me realise that I can make it if I give my idea my best shot. The first time I attended the FlyingStart programme at Reading University, I was so impressed at the wealth of knowledge that I acquired. Through the tutelage of my mentor, I was able to re-direct the cause of my business idea. What I had in mind was changed for this present business, and for this, I am totally grateful. It is useful to approach things from the standpoint of what FlyingStart is offering for graduates and new entrepreneurs.'

About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.