

flyingstart



Name: Donna Fraher
Age: 39 years
Business: Fluffy Auto Boutique
Service: Car accessories for women—retail and online business
Website: www.fluffyautoboutique.co.uk
University: University of Derby (2007)

Description of business:

Fluffy Auto Boutique (FAB) is a retail business that provides car accessories mainly for women, such as car flowers for VW Beetles, car vases and flowers for other cars, mats, gear knobs, tax disc holders, car graphics (such as Powered By Fairydust). FAB also aims to increase the confidence and knowledge of women when it comes to styling their cars. They also hold car style and car knowledge workshops in Yorkshire.

Business growth: Began trading on eBay July 2008, set up own e-commerce website in May 2009 and opened a small unit in West Yorkshire in August 2009.

Business achievements/awards:

- * Winner: 'Most Exciting Business Idea' 2009 (Bradford Chamber, Bradford Council (GRID/Kickstart).
- * Shortlisted for the 'Women On The Way' Award 2008.
- * Received an Innovation Voucher from Business Link Yorkshire to develop own core product range.

Donna Fraher on how FlyingStart has helped:

'The initial FlyingStart three day programme in Reading that I attended provided me with knowledge that I have utilised to help me to set up my business. In particular I recall the workshop on Intellectual Property and design protection.'

At a glance....

Started Trading: August 2008

Turnover: £48,000

Funding: £6,000



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.