



### **Background of business**

Krystina Wardman's background had been in office work. She decided on a career change following her interest in massage and other therapeutic remedies. She worked on a voluntary basis in hospices whilst undergoing training in massage, reflexology, Indian head massage and Reiki as well as beauty treatments like manicure, pedicure and facials. When she moved to Bradford she decided to use her skills and considerable qualifications to set up on her own and started Krystina's Mobile Holistic Care.

### **Support journey**

From the outset she decided on a mobile service as many of her potential customers would be elderly and travel wouldn't be easy for them. She also realised that there was more to running a business than being good at what you did. She read a newspaper advertisement for Kickstart, phoned up and was put in touch with a business adviser. This led to one to one advice and help in putting together a business plan. Following on from the business plan, Krystina also gained access to free marketing training, plus advice on tax and accounting. Kickstart also helped fund the services of a professional design agency. They advised her on Trade Marking, her original choice of company name would have presented legal problems and she was able to avoid this pitfall. They also went on to deliver her business cards and stationery and give her welcome advice on how to market her services. One additional hurdle that doesn't apply to many other businesses was the need for a Criminal Records Bureau check as she often works with vulnerable members of society. She gained this without any difficulties and can now present photo ID.

### **Where they are now**

Krystina's Mobile Holistic Care started trading in April 2008 and she is working hard to establish a reputation and attract clients. Following her business plan her initial focus is on work in nursing and residential / sheltered care homes. This does present some extra red tape as it is often necessary to gain a doctor's approval to carry out the treatment. As a result of advice she has taken out the appropriate insurance necessary for her business. She continues to receive business advice through her Kickstart adviser as she sets about building up her contacts and customer base. The nature of her profession requires continual studying and training which she will have to fit in with her business needs. For the future she would like to provide her services for corporate customers and is looking at the possibility of setting up 'Pamper Parties' in conjunction with other health and beauty professionals.

**Background Information.** Please also supply:

Client Name: Krystina Wardman

Ward in which trading or resident: Wibsey

Business Name: Krystina's Mobile Holistic Care

Address (business address):

1, Oakdale Crescent

Bradford

BD6 1RW

Website:

Email: [krystina.wardman@hotmail.co.uk](mailto:krystina.wardman@hotmail.co.uk)

Telephone:

Mobile: 07866 398673

Any further comments: