



Background of business

Andy Maloney had worked for seven years as a window blind fitter. He enjoyed the work and was good at it, and in early 2006 decided he wanted to go on his own. Although based in Bradford and looking for local work Andy was also prepared to travel if necessary. He was convinced from the outset that to be successful would mean careful planning and preparation. Andy went to a Business Enterprise Fair two years ago, got some really helpful advice and follow up and was confident enough to set up his business, Sunset Window Blinds Ltd, in August 2006.

Support journey

Andy got in touch with Bradford Kickstart in early 2007. He had made a confident start with a business plan and cash flow, carefully selected suppliers and clear goals. He then identified a need for a marketing plan. Kickstart were able to give him some support to set on Global PR and Marketing who proved extremely helpful with marketing and lead generation. So much so in fact that he has kept them on, paying for them out of the business. Kickstart also provided a Business Adviser for one to one support. Andy feels strongly that the advice and support he has received has helped with the business plan in a way that offers practical direction. He has found his cash flow to be 'worth its weight in gold', in terms of planning ahead and financial awareness. The initial support towards hiring Global PR and Marketing speaks for itself. In other practical terms the advice has helped him understand the value of good suppliers and the need to pay them on time and the benefits of looking ahead not only when things are tight but equally when they are going well.

Where they are now

Andy is actively marketing business to business, trying to establish professional relationships within the industry as a means to the domestic market place. This will help him grow his business in a manageable and more predictable way and he plans to continue in this vein for the foreseeable future. He would like to set people on but needs to avoid over extending himself at these early stages. Other than the domestic market place he also has contracts with several businesses to replace office blinds and works in nursing homes through links with Housing Associations. He has now joined Bradford Chamber of Commerce and attends their business seminars and networking events when he has the time.

Background Information. Please also supply:

Client Name: Andy Maloney

Ward in which trading or resident: Clayton

Business Name Sunset Window Blinds

Address (business address):

106 Hunters Park Ave

Bradford

Bd14 6EW

Website: www.sunsetwindowblinds.com

Email: sales@sunsetwindowblinds.com

Telephone: 01274 818844

Mobile: 07977 248770

Any further comments: