

CASE STUDY – The Scrap Book Garden



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Anne Prior
Scrap Book Garden

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www.thescrapbookgarden.co.uk

The Business

Ann Prior launched her own online business The Scrap Book Garden, selling a wide and varied selection of materials needed for the craft and has also started classes in scrapbooking. Scrapbooking is a method of creating attractive displays of photographs and text.

How did you come up with the idea?

“I enjoyed my work with the health service but after years of doing the same thing, I really wanted to do something different. At first I launched a card making and scrapbooking business with my sister, which was a combination of a website and a shop.

I also started teaching scrapbooking through Adult Community Learning and the response from the students has been amazing, sometimes they start off with a bit of scepticism and end up being completely hooked”.

Where to go for help

Ann was guided into business with the help of the Enterprise Champions from South Tyneside’s enterprise agency TEDCO.

Setting up the business

The team helped Anne draw up a business plan and carry out Market Research. Enterprise Champion Nicky Gray said “Ann has managed to take something she loved doing as a pastime and turned it into a fully fledged business.”

What are your plans for the future?

Ann said: “I really would like to build the business and start to do home-based parties and demonstrations as it’s great to see people’s individual creativity coming through.”

TEDCO

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