

Case in Point

Jane's Tiling Company

Mother of four starts her own building business

A skill alone is no guarantee of success when you are self-employed.

You also need the ability to find a steady supply of customers, administrative skills to tackle the inevitable paperwork and the self-motivation and temperament to work alone.

In such circumstances meeting up with other people in a similar situation can be a lifeline, as self-employed tiler Jane Craufurd is discovering, having just begun to use the Business Link peer group learning service.

Tadley-based mother-of-four Jane learned her trade of floor and wall tiling working alongside an experienced builder. He acted as her mentor as she tackled everything from small jobs like shower cubicles to larger projects like vast expanses of flooring.

Jane went on to develop her skills independently and built up her equipment gradually so that she could branch out on her own, setting up her business in 2004.



Jane has her own website, advertises in the local media and has produced a portfolio of her work to show to prospective clients – she works either directly for private customers or as a sub-contractor for builder companies.

Through her involvement with Basingstoke Networking, she became a member of the *Buy with Confidence* scheme run by Trading Standards and has now started attending Business Link peer group learning events.

www.janestiling.co.uk

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

For more information call 0845 600 9 006
or visit www.businesslink.gov.uk/southeast



It's hard work too

Jane said. 'It's hard work running your own business so it's great to be able to share experiences and bounce ideas off other people who are in a similar situation. 'Hearing about the problems that others have faced and how they overcame them is very useful.'

Jane has already come a long way since she launched her business. 'I used to dread the phone ringing, even though I needed new work. I found it daunting to visit potential customers to discuss their requirements and was nervous starting each new job. Now it's second nature.

'However, it can be a solitary existence so the opportunity for meeting up to pool ideas with other self-employed men and women has very real benefits.'

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Company overview

Established in: 2004

Sector: Building

No. of employees: 1

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