

## Success Story

### Off to a Flying Start!

Nicola Gordon was only 23 when she set up her own Edmonton based company, Gordon Travel, which offers a comprehensive range of UK and worldwide travel services. However, with 5 years experience in the travel industry as well as a BTEC and 2 NVQs in Travel Services under her belt, she was certainly not a novice to the industry. Having worked for several online travel companies, including lastminute.com, she was delighted to be given the opportunity to start her own business in November 2005 when her father generously offered to fund her start up costs.



One of the problems Nicola faced when she approached Enterprise Enfield, was how to raise further finance to market the business effectively and she says *“most importantly I wanted someone to listen to me and what my business was all about to see if they could advise the best options to help me grow the business.”* She had initially been turned down for a loan by the bank – but after receiving advice about re-drafting her business and marketing plans, she re-submitted them and was given the finance she needed:-

*“My adviser, Geoff Folkes, was brilliant, he gave me loads of advice and help on how to get my name and brand out there and when I thought it wasn’t going to happen and lost faith Geoff brought me to life again. The free training courses on Advertising and Marketing were great and gave me loads of ideas on where and what I needed to do to grow my business.”*

### Looking Forward

Although the first 18 months have been harder than Nicola had planned, things are definitely looking up. On a recommendation from her Adviser, she joined a local BNI networking group and has been given the chance to become a Director for the Chapter – as a result of her involvement with BNI, over 80% of her business now comes from referrals and ‘word of mouth’.

Nicola is currently in the process of developing a new brand called “To Do Holidays” offering people tailor made dream holidays doing anything they want to do. She is building websites for different countries as the service will be targeted to various markets overseas as well as in the UK. Once these are launched she plans to expand the business by moving to bigger premises and recruiting more staff for a call centre.

Gordon Travel specialises in cruises and late deal holidays (from as little as £100) as well as an independent and impartial travel service tailored to individual needs. Holidays, flights, hotels, insurance, car hire, airport parking and airport lounges can all be arranged through the company. For more information contact Nicola on:

**Telephone:** 0208 345 7400

**Web:** [www.gordontravel.co.uk](http://www.gordontravel.co.uk) [www.todoholidays.com](http://www.todoholidays.com)

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