

## Enterprise Enfield Success Story

<b>Name</b>	Jo Newland
<b>Business Name</b> Sector/Activity	Parties 4 U Ltd Event Organiser & Caterer
<b>Website</b>	<a href="http://www.parties4ultd.co.uk">www.parties4ultd.co.uk</a>
<b>Business Address</b>	141 Lancaster Road, Enfield, EN2 0JN
<b>Background</b>	<p>Jo Newland has over 20 years experience in the hospitality and catering industry. She started as a hotel chambermaid and worked her way to the position of Assistant Banqueting &amp; Conference Manager at a large and prestigious hotel, where she learnt many of her operational, coordination and customer service skills.</p> <p>Gradually, she gained the confidence and desire to start her own business, Parties 4 U Ltd, which she started in 2003. The business provides family and business events services, and arranges the catering through various independent suppliers she met at business networking events.</p>
<b>Issues Affecting the Business</b>	<p>Soon after moving to Enfield in 2006 Jo contacted Enterprise Enfield to help her to network with potential customers in the area and to get help with developing her business in Enfield.</p> <p>The banqueting and catering sector is fragmented and competitive, with very low barriers to entry, putting pressure on profit margins, particularly in the current climate. Notwithstanding this Parties 4 U has been successful in growing the volume of business through Jo's sales and customer relations efforts, as well as her dedication to customer satisfaction and building her referral network.</p>
<b>Description of support received and how this benefited the business</b>	<p>Having learnt through experience that the most effective means of meeting new customers and developing relationships for her business is through networking, Jo joined Enterprise Enfield's Business Women's Network, attending various themed meetings and seminars including "Raising Finance" and "eBusiness".</p> <p>In addition, she received personal advice sessions from Advisers Geoff Folkes and John Hetherington, discussing all the areas of relevance to her business, from winning new contracts to planning and managing her finance.</p> <p>Commenting on the benefits of Enterprise Enfield's services she said "<i>The business</i></p>

*advisers are invaluable in alerting me to areas I have missed, helping me think through my problems, and giving me new ideas and solutions... The training and networking events are a marvellous place to find potential customers and suppliers and learn the skills I need to run my business”.*

Mrs. Newland’s recommendation for anybody thinking to start or grow a business is to make the most out of Enterprise Enfield’s seminars, network events and business advice to give them the best chance for success.

Parties 4 U can be contacted on **0779 943 5128**.

**Date**

12 Aug. 09