



Enterprise Enfield Success Story

Name	Joseph Cudjoe
Business Name <i>Sector/Activity</i>	Harriet Kessie Hairdressing re-branded and re-launched as Afrotherapy Hairdressing
Website	www.harrietskessie.com www.afrotherapy.com
Business Address	235 Fore Street, Enfield N18 2TZ
Background	Husband and wife team Harriet Cudjoe (nee Kessie) and Joseph Cudjoe first opened this hair salon in 2001 with the aim of becoming the authority in styling Afro hair in the UK. The business now has nine employees and has benefited from receiving a range of business awards and exposure through the BBC, Sunday Times, Vogue, national and local TV and radio.
Issues Affecting the Business	<p>Whilst the salon business has continued to expand so too has the range of services available to customers. Services for naturally curly or mixed race hair and a make up service in partnership with IMAN Cosmetics have been added to the retail offer, and, in addition, the company now has an online service at www.afrotherapy.com and a wholesale arm which sells exclusive products for the Black hair and beauty market to consumers and the trade.</p> <p>Due to the growth and extensive range of services available, the company has been brought together under one single identity, Afrotherapy, with a salon refit, new web site and with the longer term aspiration of developing a partnership/franchise format for the business.</p>
Description of support received and how this benefited the business	<p>The business has worked with Enterprise Enfield since before the first salon opened in 2001.</p> <p><i>“Enterprise Enfield helped us put together my first business plan back in 2001, making us really think through our proposition and what we needed to do to be different. They have been extremely helpful – always there when we needed help”</i> said Joseph.</p> <p>In 2008 Joseph was part of the High Growth Programme, (delivered by EE and</p>

supported by the London Development Agency, European Regional Development Fund and City Growth), which he used to help develop internal systems and structures, performance indicators and mechanisms through which to develop the leadership potential of staff and to network with industry leaders.

When starting to look at importing new products for his wholesale business Joseph called on EE. They found an adviser with specialist expertise to help them get the business running really quickly.

Joseph explained *“After only one year our wholesale business is breaking even, our web site is growing sales at about 30% every year and our salon continues to attract new clients. Whilst Harriet and I have made this work I know that without EE we would never have been able to get to where we are as quickly or as efficiently as has been the case. They are always there when I need them”*.

Date

24th August 2009