

just met said, "I'd better start buying your pieces now because when you become known I won't be able to afford them!"

## Q WHAT'S THE BEST ADVICE YOU'VE RECEIVED AND HOW DID IT HELP YOUR BUSINESS?

*Maco Magazine* owner Neysha Soodeen suggested I have professional pictures taken. This advice has allowed me to be accepted in many shows, magazines and news articles; my pieces look even more spectacular and gives me the professional edge I need.

## Q WHAT ARE THE THREE MOST USEFUL BUSINESS RESOURCES AND TOOLS YOU'VE USED?

Social media, an accountant's advice, and networking. The advice from the accountant was invaluable. She made me give her the material cost of five pieces, and then she took a percentage of my utility bills and added it to my cost. She also asked for an average of my time spent on each piece and added my labour cost. When this exercise was completed she suggested my selling cost based on where and who would buy my pieces. The exercise helped me to realise actual figures and led to me finding the right markets for my designs.

## Q WHICH AGENCIES OR ENTITIES HAVE HELPED TO STRENGTHEN YOU AND YOUR BUSINESS?

Caribbean Export ([www.carib-export.com](http://www.carib-export.com)) and Trinidad market places.

## Q WHAT HAVE YOU LEARNT FROM FAILURES OR SETBACKS?

A failure is something from which lessons are learnt; you pick up the pieces and never look back. Financial success is the biggest setback artists tend to encounter so I suggest you start small,

dream big and seek help, there are many agencies willing to do so once they see your sincerity and determination.

## Q HOW DOES YOUR BUSINESS 'GIVE BACK'?

I encourage new and old designers to take the risks; if you have never tried, you will never know if you will succeed. I also create new avenues for marketing of products within the Caribbean as I have a passion about the talent we have in the region. I link people with opportunities and like-minded people. Networking would be one of my strongest assets.

## Q DO YOU HAVE IDEAS FOR OTHER BUSINESSES, AND WHAT ARE YOU DOING ABOUT THEM?

I am fortunate to be contracted by Kittitian Hill to source items from the Caribbean for their cottages. This made me realise that our artisans have no means of exposing their designs in one central location for buyers to access, which in turn gave me the idea of creating a catalogue to showcase the best of the Caribbean, explaining that, pieces can be custom-made for an establishment while allowing the artisans their individuality. ●



CREATED BY:

clearly content communications inc

SPONSORS:

UNITED INSURANCE

Scotiabank

ENDORSEES:

YES

YOUTH ENTREPRENEURSHIP

FROM IDEA TO BUSINESS



**LAND stores:** Antigua - Dominica Grenada - Guadeloupe - Martinique  
**LAND dealers:** Anguilla (Shoes Plus) Barbados (Harrison's/ Cave Shepherd) Dominica airport (Luxury Emporium) Puerto Rico (Lord Jim Old San Juan) St. Kitts (Ram's Duty Free) - St. Lucia (Basic Blue) - St. Maarten (Ama Bella) St. Thomas (Essentric) - St. Vincent (The Trend) - Tortola (E.A. Creque) Trinidad (Clarks Limited) - Piarco International airport (Fredrics Fine Leather)  
**Other locations:** Bahamas - Bermuda Cayman Islands -Jamaica-Turks & Caicos

