



customer success story: kids IQ books, barefaced beauty & bright start

# New Generation of Female Internet Minipreneures



## DOTCOM back AND is it really a Man's World?

### Principals for people to think about if they want to start an on-line business:

- Keep it simple to start with and adopt a phased approach.
- Be realistic about how you're going to attract visitors and gain orders from your website.
- Listen to the professional advice being offered during the project.

There is a successful new generation of businesses evolving from what would have been traditionally known as DOT.COM. In the 1990s such businesses were often associated with wildly inflated claims, profit targets, a non-existent business model and zero management experience.

Today DOT.COM is back, but now it's more grown up, it's better thought through and it is helping a generation of business men and women realise a dream.

Advansys advises small to medium sized businesses on how to make the most of a business idea on the web. We offer a full range of services, from consultancy through to design, development, hosting and online payment provision for a variety of websites across the UK.

Here are some of our successful female clients:

- Kids IQ Books
- Barefaced Beauty
- Bright Start Human Resources

www.kidsiqbooks.com

**Who:** Bridgete Combrinck  
**What:** Married with two daughters  
**Where:** Reading  
**Company details:** Children's educational book on-line retailer



## Back to school and back to work

Having worked in the city of London for a number of years and most recently for a global computer company, 28 year old Bridgete was a successful career woman. When she became pregnant with her first child she decided to take some time out to bring them up, five years on, and with two young daughters, Hannah 5 and Amy 3, Bridgete's back.

The last five years bringing up her girls have clearly been very special for Bridgete, but there is a clear excitement at being back in the workplace. Having always had a passion for books and now with two children in her life, Bridgete has combined the two things and is in the process of establishing her own on-line children's educational book retail business.

South African born, Bridgete felt there was a real gap in the market as there is no other website that specialises in a wide variety of children's educational books.

www.kidsiqbooks.com has been set up with a minimal up-front investment of around £3,000; this covered a small amount of stock and the website development from Advansys.

All the books comply with the UK schools National Curriculum and are aimed at children aged between 0 – 18 years old. The aim of many of the books is to encourage parents and children to working together in learning.

The longer term aim of the business is to move beyond simply books and to provide parents and children with learning advice via the website and enable access to a wide range of tools and resources.

The most important aspect about the business for Bridgete though, is her ability to be stimulated by achieving the ambition of running her own business, but also being able to balance that with spending time with her family.

[www.barefacedbeauty.co.uk](http://www.barefacedbeauty.co.uk)

**Who:** Nadine Anderson (34)  
**What:** With one son Jamie (Born April 19th 06)  
**Where:** Bedfordshire  
**Company details:** Natural mineral based cosmetics retailer



## Natural talents

34 year old Nadine Anderson is typical of the new generation of female Internet minipreneures. She had been part of a small business network for sometime, working for a car shipping company coordinating the transportation of cars around the globe.

It was in 2004 when Nadine, driven by her own self-interest, turned to Advansys to help her set up Barefaced Beauty, a specialist cosmetic company. Nadine found a particular brand of natural mineral cosmetics that she personally liked, but was frustrated by the fact that she couldn't purchase the cosmetic in the UK.

So this planted an idea in her mind and she undertook some simple investigating. Within a month Nadine had been able to register and set up a basic business and website address, she'd ordered a small amount of stock and began trading. At first she saw it as a bit of a hobby and a way for her to have access to a unique range of cosmetics. But very quickly she realised there was a

significant demand for the products and subsequently quit her 9-5 job.

Two years on, and Barefaced Beauty is going from strength-to-strength. It still sells its natural mineral based cosmetics to the UK market and it's looking to branch out into other health and beauty product lines. Although having just given birth in April 06, Nadine has other pressing commitments right now!

www.brightstartuk.com

**Who:** Nikki Edwards, MBA, FCIPD (40)

**What:** Married with two daughters

**Where:** Reading

**Company**

**details:** Human Resources tools and consultancy service



### Work life balance begins at 40 for HR heavyweight

Having spent 17 years in the Human Resources (HR) industry, Nikki realised she was 'at the top of her profession' and needed a 'new and fresh challenge'. So in 2004 she set up a simple website to market her skills to a broader audience.

She maintained the HR consulting business through a website on a part time basis while she held down a full-time and senior position.

For a while the simple website was fine, but Nikki realised that she could achieve a great deal more from the site, which was when she contacted Advansys.

The proposal was to design an eCommerce website which would allow Nikki to sell HR tools and services to the small business in the UK. Advansys were brought in to take away the technological headaches of setting up and maintaining the website.

The aim for Nikki was always to develop a business which she could maintain alongside her family. She is very clear that running your own business as a woman is very tough when you have to balance the needs of a hectic home life.

Nikki believes that given the chance most women would do the same. Her recipe for success is a mixture of really hard work, a lot of industry networking and having a solid understanding of your marketplace and customers.

## About Advansys



*"a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design"*

Advansys, founded in 2000, is a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design. We aim to provide the necessary professional expertise and a one-stop shop solution that delivers real business benefit. With offices in the UK, Europe, Asia and USA we are a dynamic company consisting of experienced consultants and ecommerce specialists with many years of industry knowledge spanning not just ecommerce but also the wider aspects of internet marketing.

Advansys approaches projects with energy and commitment and we work in partnership with our clients and partners in driving projects through to a successful conclusion.

To see more customer success stories, or to see what results we can get for you, contact us today.

Advansys Limited  
Building 4 Millars Brook  
Molly Millars Lane, Wokingham  
Berkshire, RG41 2AD

Tel: 0845 838 2700  
Fax: 0845 838 2701  
Email: [sales@advansys.com](mailto:sales@advansys.com)  
Internet: <http://www.advansys.com>