

Business Retention

History of the Business

Express Yourself Mums was set up about 6 years ago, by directors Sharon Blackstone and Carly Silver. The business was started with nightly meetings after their children's bedtime till the early hours, and used a small storage room in Walthamstow. Initially, both Sharon & Carly covered all aspects of the business including sales, finance, marketing and operations.

In December 2009, the business moved to its first proper warehouse premises and now comprises 5 employees. Although they have already established themselves as one of the leading suppliers of baby & breastfeeding products, the directors are planning to grow the business further and continue to increase the number of products they stock.

Products

The company imports and distributes products for pregnancy, birth, breastfeeding, postnatal recovery, and babies. They are seeing a growing market for related gifts. The company has an ethos of encouraging women to breastfeed and their products include educational DVDs. As retailers / wholesalers in this field, although not healthcare professionals, there is an emphasis on providing information and giving women confidence.

The company sees itself as a socially responsible organisation. A charity donation is made for every sale to a charity selected by the person ordering. Sharon Blackstone said "It's important in our society to give something back, and by donating to charity is one of the ways we do this". Express Yourself Mums is a member of the UNICEF UK Baby Friendly Initiative, which attempts to implement best practice in encouraging women to breastfeed.

Express Yourself Mums' clients are predominantly mothers and pregnant women, although they also supply Surestart Centres (now being renamed Children's Centres), councils, NHS Primary Care Trusts, Mothercare, Toys R Us and more than 50 baby shops nationwide.



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How did North London Business help?

North London Business was able to help Express Yourself Mums by assisting with their commercial property search, exploring options for sharing of premises with their other clients, using their contacts in the property industry and listings from their comprehensive database. This eventually resulted in identification of a premises ideal for the business, in a highly convenient location on the Lee Valley Business Park, London N18.

NLB also introduced the company to skills brokers, enabling them to get a grant of £1000 towards leadership and management training, with a focus on social media.

*For more information, please contact **Express Yourself Mums** directly on **0844 77 00 951** or see website*

www.expressyourselfmums.co.uk

For more information about North London Business and how they can help your business please call

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see www.northlondonbusiness.com

September 2010