1. What personal qualities did Julie display when she set up her business? (3)

Cambridge Satchel Company

Julie Deane is a mother of two children. Back in 2008 Julie and her husband were exploring ways to pay for their daughter’s private school fees. Julie’s daughter was being bullied at her local school and the family were keen on moving her to a fee paying one.

In order to secure this additional revenue, Julie decided to set up a business. She had always been a fan of her old school satchel and was struggling to find somewhere to buy a new one. Therefore, the concept of the Cambridge Satchel company was born.

Since 2008 the Cambridge Satchel Company has continued to grow, including the opening of their own production facility that makes 500 satchels a day.

“Like any business, setting up takes hard work and determination. I made good use of the internet and used Google to find out all the information that was needed. I started just four years ago with a start-up fund of £600 and my mum, and I launched the business from the kitchen table” - Julie Deane quoted in 2012.

2. What were the main incentives for Julie establishing The Cambridge Satchel Company? (3) – P/E/E

3. Julie was given £600 from her mother to help start the business. How else might an entrepreneur help to fund the initial business start-up? (3) – P/E/E

4. What potential problems might Julie face as the business becomes established and continues to grow? (6) – P/E/E x 2