



Huw Jones



Age: 25

Location: Coedana

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Why did you decided to set up a business?

Setting up a business has always been something I've always wanted to do. I think I am experienced and have enough self-discipline to succeed in this field. Traveling to France also certainly motivated me to take risks and look into starting my own business. The support and guidance I received within the farming industry also provided me with invaluable experiences. I think when setting up a new business it is important to offer something different and unique to what is already in the market. After experimenting and milking for the first year I received a positive response and there was a lot of interest with in the community and regionally.

How has Llwyddo'n Lleol/ Amser i Fentro helped you to develop?

Llwyddo'n Lleol has enabled me to continue the development of my milkshake. By following a weekly plan this gave me more structure to prepare and set personal and business targets. One aspect I liked about taking part in the Time to Venture scheme was the emphasis on learning and sharing ideas with various local businesses. By forging links with others who had succeeded locally it enabled relationships to grow between my business and other similar businesses. As part of the plan we also had to give a presentation to a local organisation. This was a great opportunity to share ideas, share insights, and promote myself as part of the business.

What are your hopes for the business going forward?

I've created a business plan for the next 5 years so I'm confident in my goals. I have set realistic targets in this short period. My intention is to gradually develop and expand while researching and experimenting. Educating the public through marketing my products is also a big part that I would like to develop. I am aware of the use and benefit of using social media to promote my business and this plays a big part in the development of my product. One of my main intentions for my business is to create a thriving locally based industry.

If you had one sentence to tell another young person who's thinking of starting a business, what would that sentence be?

Don't rush into busienss. Do your research first then go for it.

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