



Let's Talk Business

with Sonia Brown

COSMETIC CARE HELPS LONDON GIRL EXCEL



Entrepreneur: Bianca Simpson

BIANCA SIMPSON is a qualified and experienced Harley Street specialist who came to Birmingham and realised that the West Midlands had all the right ingredients for a budding entrepreneur looking to start up a successful business.

This savvy young lady from south London is a sharp business woman who knows what it takes to stay ahead of the competition. 'ReNu Body Clinic' provides a comprehensive range of high-quality laser and cosmetic treatments for facial rejuvenation and wrinkle treatments like Botox.

Even actresses Vanessa Williams and Vivica Fox confess to using Botox to achieve their wrinkle-free forehead and smile. By bringing her professional expertise and passion to the West Midlands, Simpson has demonstrated that these treatments are not just for the rich and famous.

Armed with 'expert level' accreditation in the use of aesthetic treatments for skin types, she has now become a proficient guest speaker at seminars for Lumenis Aesthetics UK on a European wide basis; specialising in the

laser treatment of Asian and black skin. In addition, Simpson provides regular training for doctors and nurses in IPL's techniques and treatments, ranging from tattoo removal to laser hair removal from her clinical practice.

Her business is growing and she puts this down to West Midlands providing a diverse and attractive section of people and industries that most cities can only dream of outside of London. 'We provide a service to mainstream and more importantly, ethnic minorities that other clinics just cannot do,' she explained.

'You cannot just depend on hard work and determination to succeed in business. I make sure that we offer a very professional and confidential service using the latest equipment in the trade.

She added: 'Our customers are confident in the service that we provide knowing that we are knowledgeable, experienced and highly-skilled in the services we deliver. I am already looking to open my second branch in the very near future.'

■ For more information visit www.renubodyclinic.co.uk



KEEPING UP WITH KARL

AWARD WINNING entrepreneur Karl George always knew he wanted to be in business and what better way than qualifying as an accountant.

But soon he realised number crunching wasn't for him. 'Accountancy allowed me to be in business rather than the joy of being an accountant. Eventually I turned to business consultancy and training,' George explained.

'Our community has seen a marked increase in the numbers of businesses working with mainstream communities and we are not as marginalised as before.

'It is easier to establish yourself in business because of the supportive friendly networks if you are willing to put in the work and time. Birmingham is a close knit community that thrives on business and we are an international city with all the advantages you would expect it to have.'

He added: 'One of the biggest issues is that many entrepreneurs lack a strategic plan. They don't take advice from mentors and understand the changing market

place and environment. I put this down to the business owner's lack of experience and getting the right and relevant advice.

'Start ups should move from traditional markets to fast growth services. The world is changing rapidly and our businesses are getting to the stage where the global market is smaller. We have to stay competitive and relevant.'

'With the amount of money the government secures, public procurement would be an excellent route for established businesses that are strategically placed and fit to supply.'

George concluded: 'Doing this work appeals to me because I have the passion and ability to transform any business I work with and ultimately transform the lives of the business owner and communities in which they serve.'

'Most people only try and I make sure - which is also the title of my first book.'

■ For more information visit www.karlgeorge.com

BIRMINGHAM'S BUSINESS BOOM

ONCE DUBBED the 'city of a thousand trades,' Birmingham is now the 'city of a thousand services,' establishing itself as a great place to soar to success in the business sector.

With the improved economic regeneration of the city, Cllr Alan Rudge (pictured) is launching the 'Soar to Success' road show aimed at providing budding and estab-

lished entrepreneurs with the tools they need to succeed in the business trade.

'As a diverse city, it is essential that we continue to create business and enterprise that harnesses the needs of each and every community in Birmingham,' Rudge explained.

'Ultimately, the road show will demonstrate the fundamentals of

business, which apply to all sections of the community, and will be a useful tool for Birmingham as a whole.'

Businesses will have the opportunity to share the secrets of their success; offer strategies that bring profitable relationships and learn how to maintain and expand their assets. They will also get a chance to hear from business experts. For more

information on networking opportunities, procurement, raising finance and support in the West Midlands, come to the launch on Wednesday 23 July at Birmingham City Council, between 6.00pm and 9.00pm.

■ For more information visit www.letstalkbusiness.biz



Sonia Brown is the founder of the National Black Women's Network; sought after speaker and consultant on enterprise. Visit www.sistattalk.co.uk for further information.

Family Matters

AN ONLINE GUIDE TO FOSTERING AND ADOPTION

www.newnation.co.uk

