

Getting personal with bags



Case study link:

<http://www.telegraph.co.uk/finance/yourbusiness/startingout/4386199/Clippykit-goes-from-bags-to-riches.html>

Questions

How did Calypso raise the working capital to finance the purchase of her initial stocks?

"I was doing 80-hour weeks". Outline three reasons why start-up entrepreneurs often work incredibly long hours.

Explain why the choice of a UK-based manufacturer provided benefits to the business

Evaluate the distribution channels that Clippykit has used to grow its sales