



NAME
ANDREW MADDEN

COMPANY
LOOK IN THE BAG

TITLE
**FOUNDER AND
MANAGING DIRECTOR**

WEBSITE
WWW.LOOK-IN-THE-BAG.CO.UK



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Senior Enterprise
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www.seniorenterprise.ie

PROFILE ANDREW MADDEN



Andrew Madden, 51, from Sheffield never imagined that he would be setting up an accessories business in his 50s, but circumstances forced him to make the brave decision to become his own boss.

Andrew's keen interest in scientific research led to his involvement with projects at various different universities. From studying weeds in Scotland to analysing insects in Kent, Andrew travelled the country, indulging his passion for enquiry.

However, the constant need to relocate in pursuit of research contracts was unsettling. Andrew said: "I loved being a researcher and I enjoyed being paid to explore ideas. I really didn't enjoy all the moving about though - one year, I had four different addresses!"

Andrew's decision to set up a business came about, partly because funding cuts throughout universities were making it harder to get research contacts, but mostly as a result of getting married. His wife Neelam is a talented graphic designer who previously worked as art director of an Indian advertising agency. It was a job which required her to accessorize some of India's top models for photo shoots.

In 2011 the couple began to think about ways to pool their talents - Andrew came up with a fantastic business idea which would target the gift market. The business, called 'Look-in-the-Bag', would sell stylish 'looks' comprising a silk scarf and a matching piece of jewellery packaged within an attractive bag. Each look would have its own character, ranging from the classic to the quirky, and customers would be invited to meet the different 'looks' through the company's website.

The business seemed perfect for the couple's skill set - Andrew would take on the copywriting and develop content for the website, and Neelam could use her creative talents by designing the scarves, bags and accessories.

With the idea fully formed and the couple ready to get things moving, Andrew was keen to get some business planning advice. He heard about The Prince's Initiative for Mature Enterprise (The Prince's Initiative), part of the Senior Enterprise project on a radio show and immediately signed up to the Preparing to Run Your Own Business course.

Andrew said: "The course was so helpful - it forced me to focus more on the direction of the business and the nature of our target market. Also, the opportunity to network informally with other over 50s in a similar position was very motivating."

Since completing the course, 'Look-in-the-Bag' has been launched. It now has a fully functioning e-commerce website and has started to sell products online. The business duo also plans to target high end craft fairs in the New Year to try and increase their sales.

Andrew is delighted with his business venture and recommends other over 50s to seek help from The Prince's Initiative if they are thinking about setting up a business. Andrew said: "I love working with my wife and doing something creative for a living. Although the financial side is scary, it's wonderful having the freedom to come up with my own ideas and see them through to development."

To find out more about Andrew's business, visit **www.look-in-the-bag.co.uk**

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