

Synergy for Entrepreneurship

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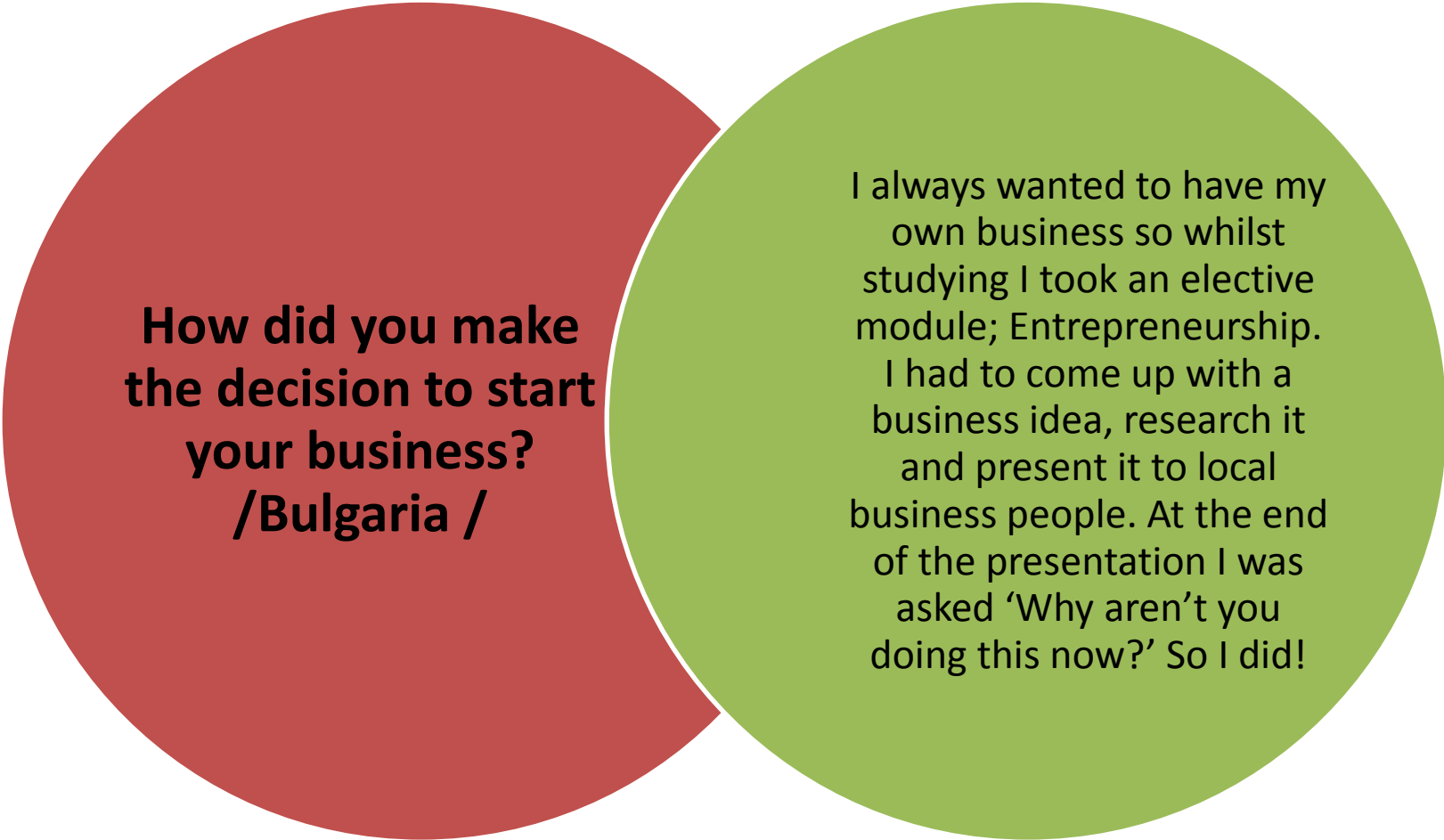
# Interviews with Young Entrepreneurs

*Alice Murray – Giggles & Games*

**Please introduce  
yourself and describe  
with a few  
sentences, your  
business.**

**/Bulgaria /**

I am Alice Murray, a single Mum to my four children and have just completed BA(Hons) Business Management after being a stay at home Mum for 15 years! My business is Giggles and Games. It deals with hiring giant games, wooden games and a variety of space hoppers for various functions. This can be on a hire only basis or a facilitated option is offered. The business is just over a year old and I have been working full time with Giggles since the end of May 2013.



**How did you make  
the decision to start  
your business?  
/Bulgaria /**

I always wanted to have my own business so whilst studying I took an elective module; Entrepreneurship. I had to come up with a business idea, research it and present it to local business people. At the end of the presentation I was asked 'Why aren't you doing this now?' So I did!

**Please, tell us more  
about the  
beginning.**

**Did you come across  
some problem  
situations?**

**/Poland /**

My business is a year old so I am always finding challenges and solutions! Lack of funds is an initial problem. I decided to use what little I had and continually re-invest as I earned. I initially had only a few games but now have about 35 different games and my stock is always growing. I hired some games for a Wedding and because it was last minute I did not set out my T&C's properly. When I collected the games they had been broken; it cost me £250! Always put your terms on the table and don't take short cuts! Trying to do things in the correct order! I've decided I don't think there is a correct order; you can only work within your means and adapt around this. One year into Giggles and I am just starting a website; this would, generally, be top of everyone's To Do List!




**What is the  
enterprise's  
roadmap after  
the investment?  
/ Spain /**

Initial investment  
was from personal  
savings and I expect  
to continue to re-  
invest. I hope to  
grow the business,  
make our brand  
truly recognisable  
and then franchise.

**Students are taught at school that before starting a business person should prepare a business plan, market invigilation & wait for a good economic situation of a country. Is it really true or is it all just luck - jumping in with a right idea at the right time?**

**/ Poland /**


It is important to have a business plan. This keeps your targets on track and gives you something to monitor them against. You run the business instead of it running you! If an opportunity comes your way which isn't in the business plan you must take it so the business plan must also be flexible and open to change. I don't think waiting for a good economic climate is necessarily wise. Many small businesses thrive during bad economic climates and opportunities arise due to the economic down turn. Luck? Possibly, but continued hard work is a key factor as is belief! Most of all you have to do something at some point! I would recommend starting without analyzing external factors too much.



**What were/are the  
values that you  
always had on your  
side and never  
strained?**

**/ Poland /**


I believe utterly in  
truth, honesty and  
politeness. This will  
ensure fabulous  
customer service and  
the ability to build  
great relationships with  
your clients. If you  
employ people, they  
are the business –  
always look after them.



**Do you know the  
strengths and  
weaknesses of your  
regional or national  
competitors?  
/Slovakia /**

There is not a business that specialises in the games Giggles does. Other people supply bouncy castles with a couple of giant games as an add on but we pride ourselves on being experts in our field. Competitors use giant games as a secondary choice, we love them so much that they are our first choice. Competitors work mainly in the children's market, we do this, but cater mainly for Weddings and Corporate.



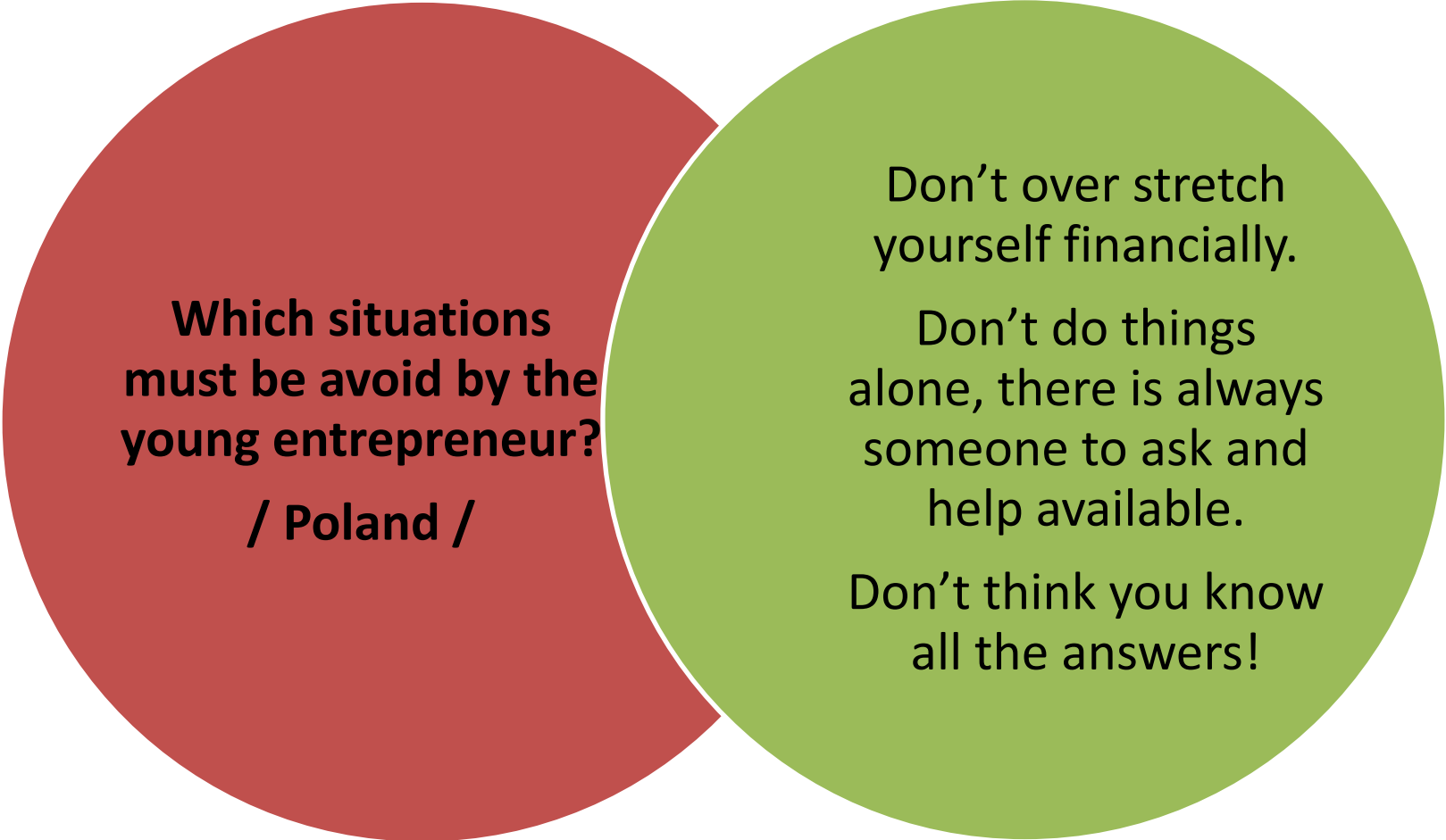


**Which personal  
qualities are specific  
for the successful  
entrepreneur?**

**/ Bulgaria /**

Everyone is different and has different businesses so their strengths may need to be different. Belief in your own ability and the belief in your product or business is essential. If you don't believe in it you will not be passionate about it. People buy from people so you need to exude enthusiasm!

Communication - always talk to people, they always know someone who knows someone!



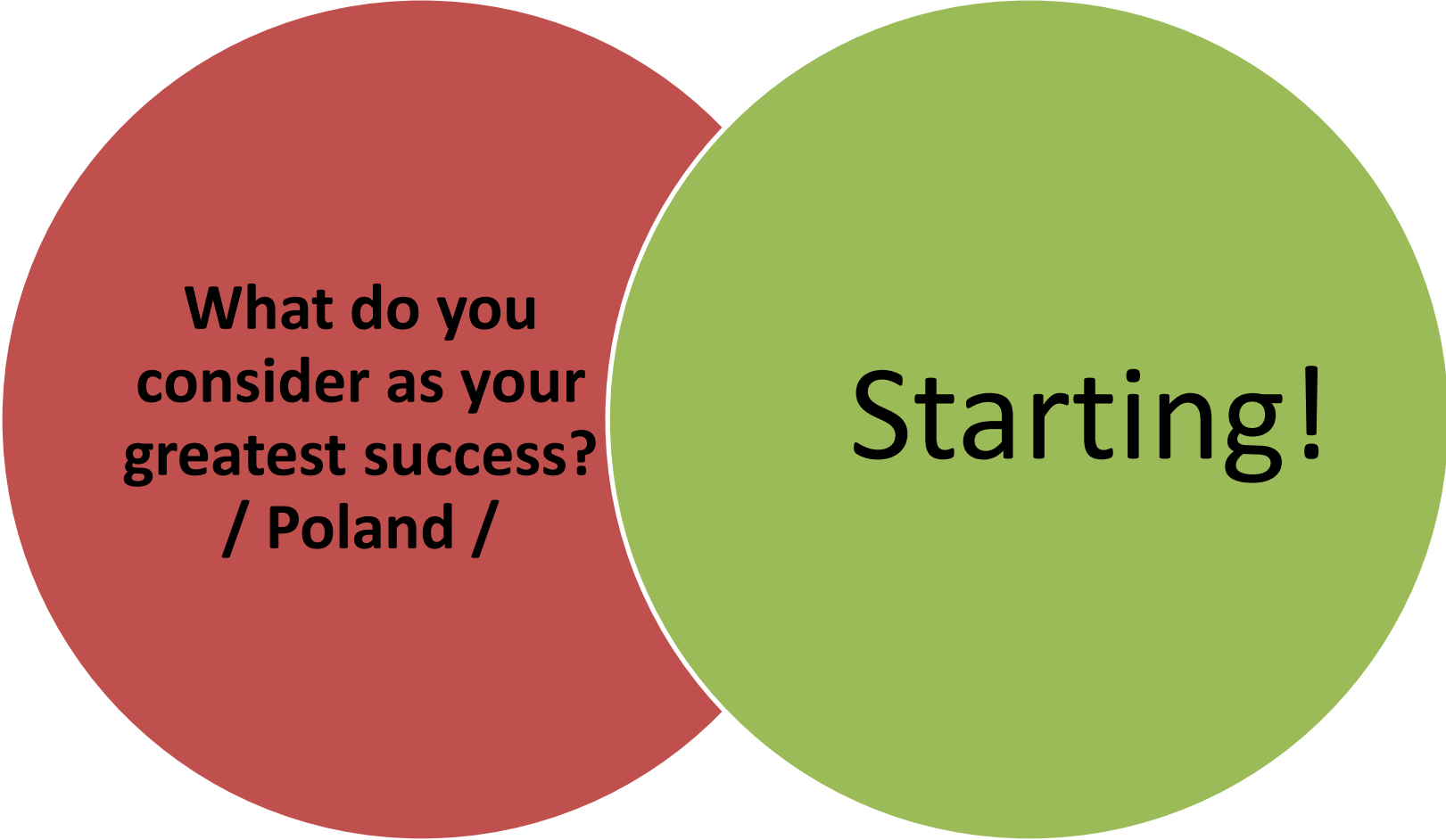
**Which situations  
must be avoid by the  
young entrepreneur?**

**/ Poland /**

Don't over stretch  
yourself financially.

Don't do things  
alone, there is always  
someone to ask and  
help available.

Don't think you know  
all the answers!



**What do you  
consider as your  
greatest success?  
/ Poland /**

**Starting!**