

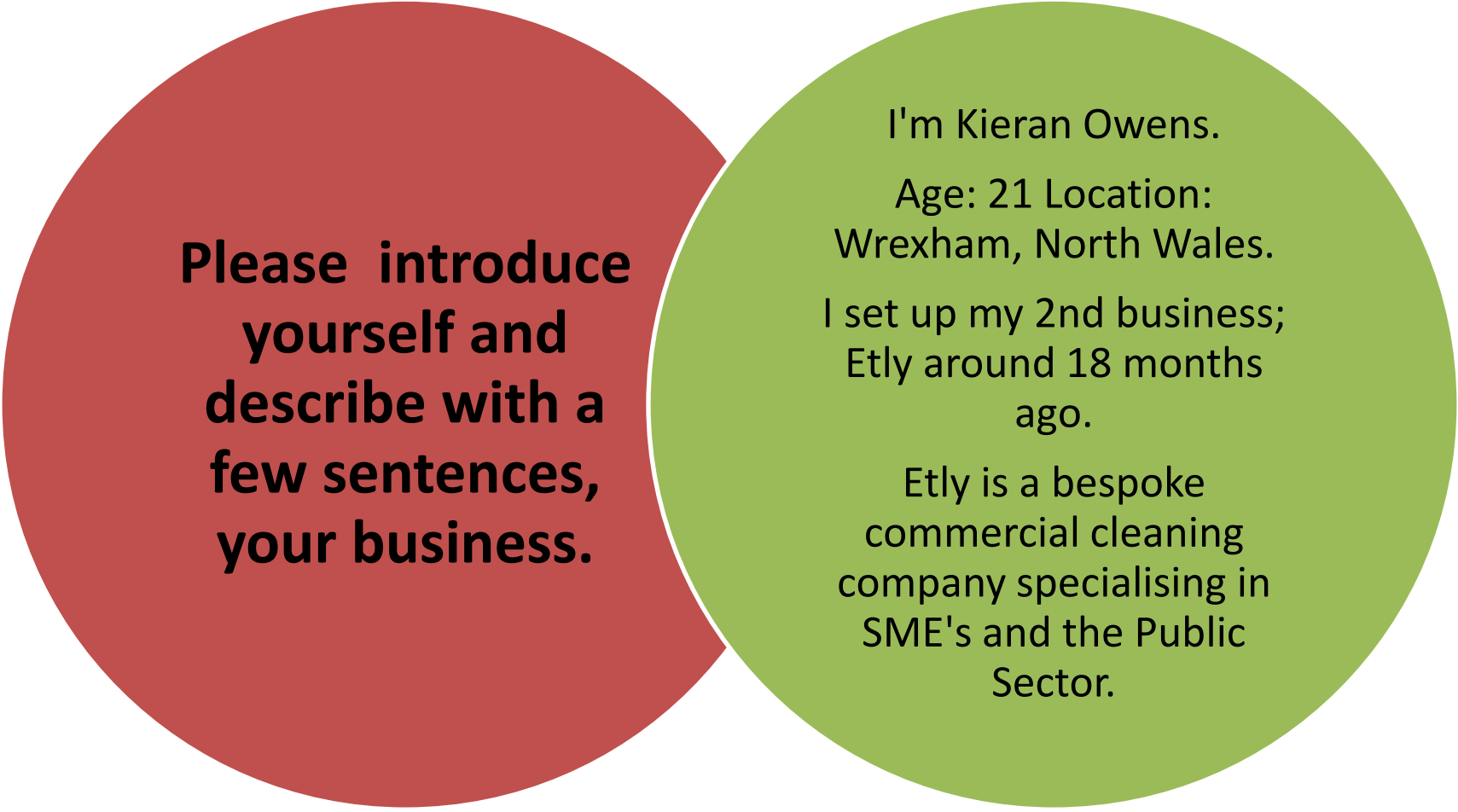
Synergy for Entrepreneurship

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# Interviews with Young Entrepreneurs

*Keiran Owens - Etly*



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

I'm Kieran Owens.

Age: 21 Location:  
Wrexham, North Wales.


I set up my 2nd business;  
Etly around 18 months  
ago.

Etly is a bespoke  
commercial cleaning  
company specialising in  
SME's and the Public  
Sector.



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

I realised I could  
make money  
without having a  
normal 9/5 job.  
Being a student  
at the time  
meant that I had  
nothing to loose.



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

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

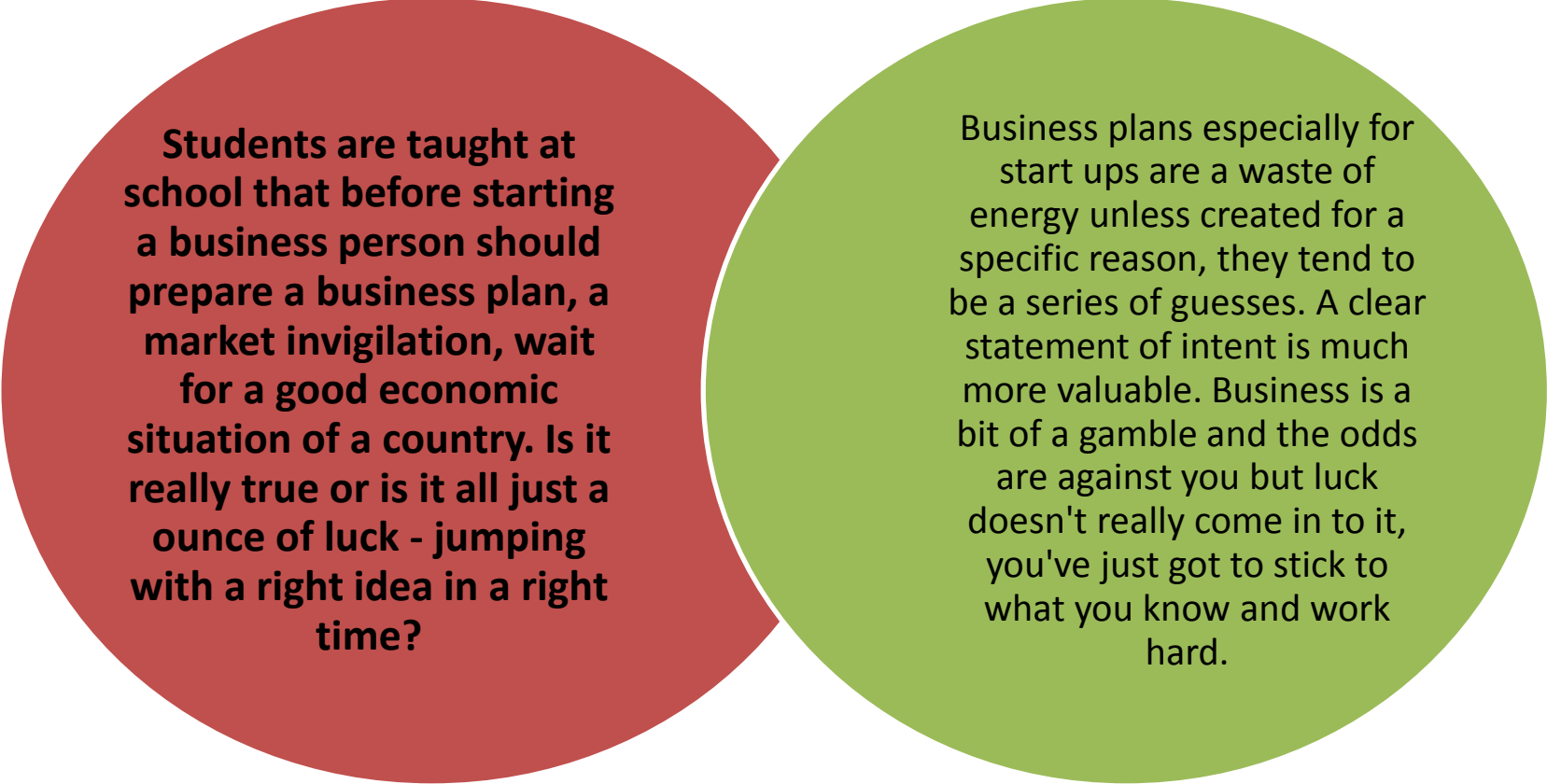
My main problem  
was my age, I found  
it difficult to get  
people to take me  
seriously but I found  
away round that.

It's all about courage  
and determination, if  
you've got both  
nothing will stop you.




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

**What  
investment?**



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

Business plans especially for start ups are a waste of energy unless created for a specific reason, they tend to be a series of guesses. A clear statement of intent is much more valuable. Business is a bit of a gamble and the odds are against you but luck doesn't really come in to it, you've just got to stick to what you know and work hard.



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

**Loyalty and  
honesty to my  
customers and  
staff.**

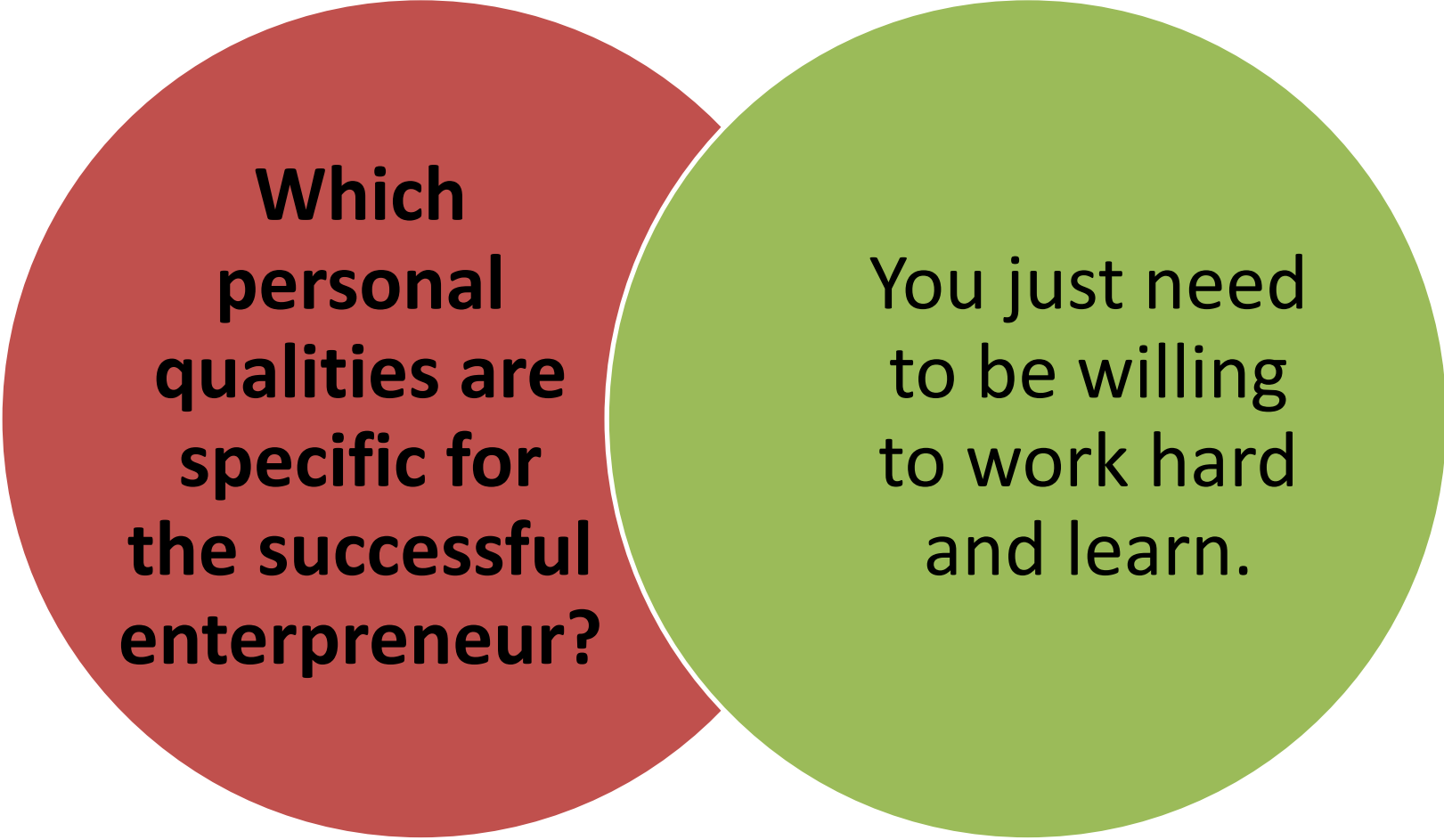


**Do you know the  
strengths and  
weaknesses of  
your regional or  
national  
competitors?**

Our national competitors can shout louder and have more man power but their size is the main problem, policing large amounts of staff scattered across the country is difficult, things can go wrong fast and the standard of cleaning tends to be poor.

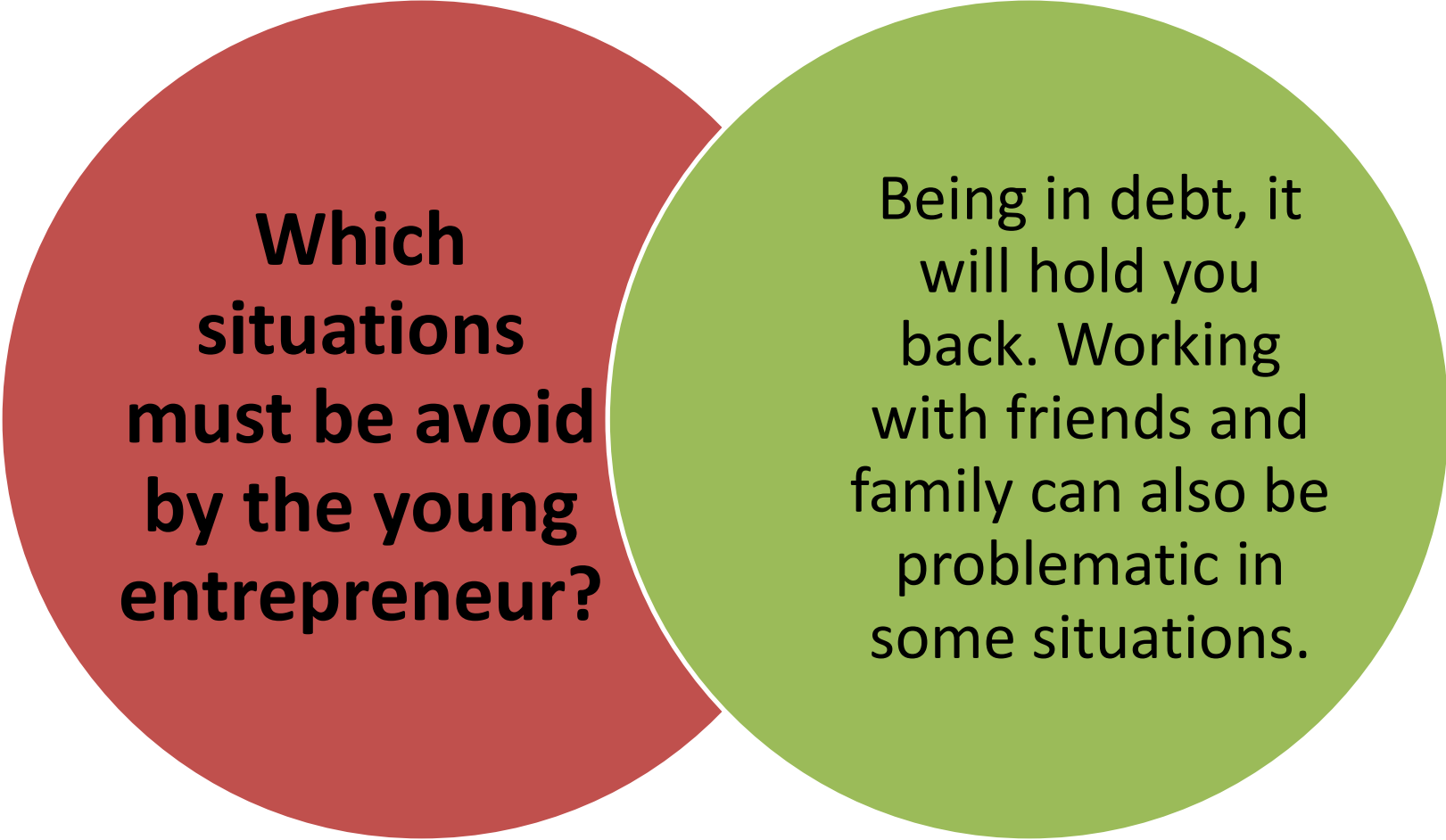
Our regional competitors offer much of the same in terms of service but it's all about branding, awareness and the all important finishing touches.





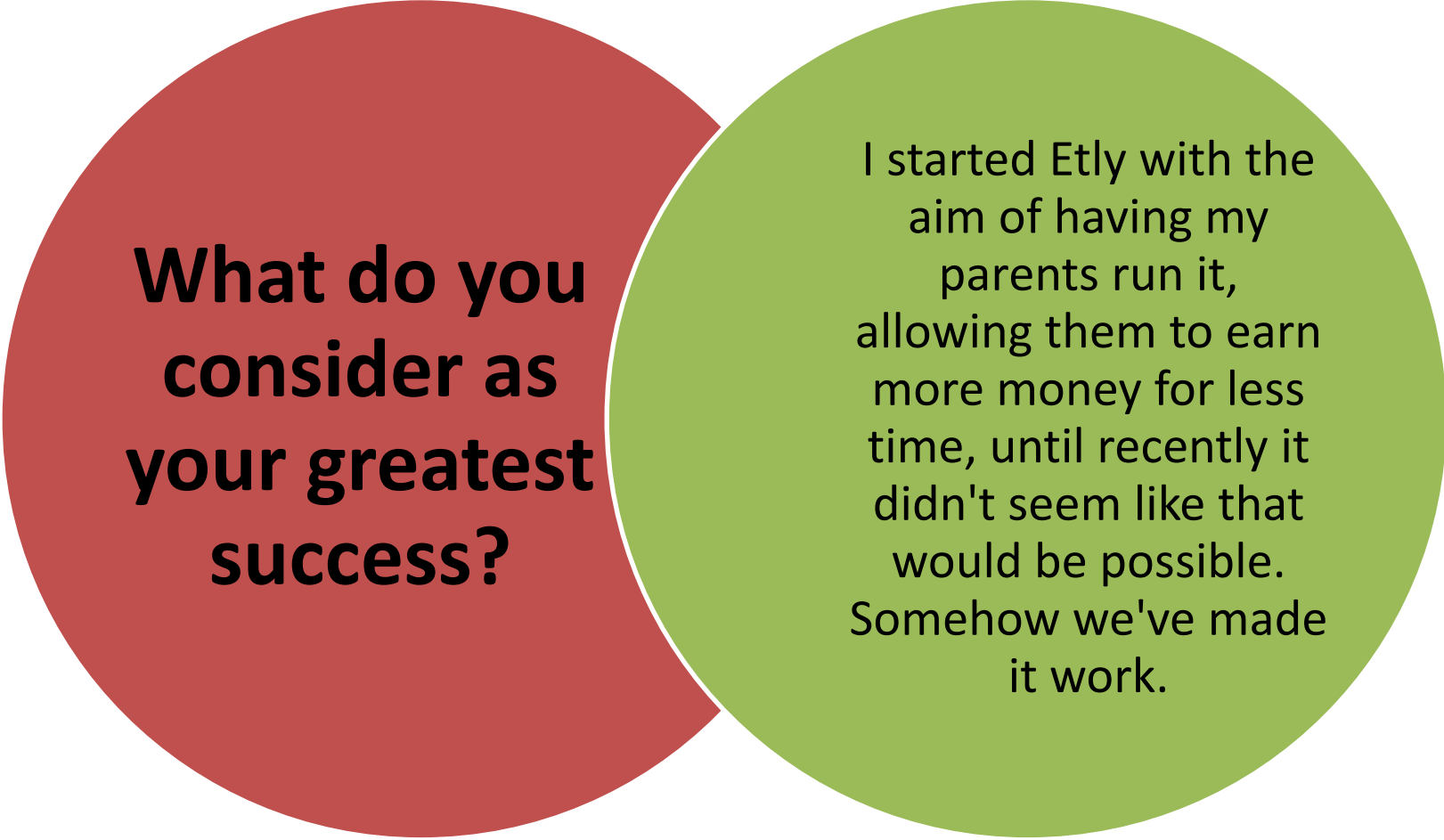
**Which  
personal  
qualities are  
specific for  
the successful  
entrepreneur?**

You just need  
to be willing  
to work hard  
and learn.



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

Being in debt, it  
will hold you  
back. Working  
with friends and  
family can also be  
problematic in  
some situations.



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

I started Etly with the aim of having my parents run it, allowing them to earn more money for less time, until recently it didn't seem like that would be possible. Somehow we've made it work.