

# MirrorWorks

CAREER AHEAD WITH YOUR JOBS SECTION

Edited by Tricia Phillips

## JOB WATCH..

OUR WEEKLY ROUND-UP OF VACANCIES NATIONWIDE

□ SAINSBURY'S is planning to recruit 500 people over the next year to its fish, meat, deli, hot food counters and cafes.

The supermarket also announced it is launching six food colleges where staff working in these areas will receive training on subjects such as product knowledge, knife and preparation skills and practice, sales, customer service and merchandising.

They will also be taught coaching skills so they can pass on what they have learned back in store.

Sainsbury's says up to 10,000 staff will go through college, including new recruits.

To find out more and apply online, go to [www.sainsburys.co.uk/recruitment](http://www.sainsburys.co.uk/recruitment), select store roles, then counter assistant.

THE Engineering and Construction Recruitment Exhibition comes to the NEC in Birmingham tomorrow from 11am to 5pm, and Saturday from 11am to 4pm.

The giant two-day show is a must for anyone interested in a career in areas such as civil, chemical or systems engineering, or have an interest in architecture, estimating and project management.

It will be attended by more than 40 exhibitors including Network Rail, Jaguar Land Rover and Boeing UK and will also feature careers advice, interview and CV clinics and a Women in Engineering forum.

For details and to register for fast-track entry go to [www.engineerjobs.co.uk](http://www.engineerjobs.co.uk).

□ THE Design Your Future exhibition, run by UCAS, heads up to Manchester's Central Convention Complex on November 29 and 30, running from 10am till 3.30pm both days.

The exhibition is open to anyone aiming to enter higher education, either from school or as a mature student, to study a creative subject such as art, design, media, fashion, fine art and even mobile phone technology.

The show offers visitors a chance to explore careers in these and many other creative areas, watch films of students' current work, listen to experts, and join workshops covering subjects such as animation, graphics and architecture, as well as how to apply for courses through UCAS.

Entrance costs £2. For details, go to [www.ucas.com/events/exhibitions](http://www.ucas.com/events/exhibitions).



DRIVE Charmaine with her scooters

## LIGHTBULB MOMENT IS ROAD TO SUCCESS

# Wheel of fortune

BY LAURETTE ZIEMER [mirrorworks@mirror.co.uk](mailto:mirrorworks@mirror.co.uk)

### OUT of work and worried about her future prospects, Charmaine Kemp had a business brainwave.

"I was flicking through a catalogue for gadgets to help my elderly granddad around the house when I had one of those lightbulb moments," says the 28-year-old.

"I was at an all-time low," recalls Charmaine, who was one of thousands of 2008 graduates who couldn't find work.

"Every job I went for I was told I was either over qualified with my business studies degree and was told I'd get bored, or I didn't have the right experience. I was so despondent and had no clue of what I could do."

Idly looking at the brochure she was shocked to see that mobility scooters cost around £2,500 - way too much she thought for vulnerable old people like her granddad, now 98, in need of some help.

"It came to me as clear as day that there had to be a way I could set up a business that would sell these life-changing bits of equipment to the elderly and disabled at far more affordable prices."

Chomping at the bit, the very next morning she put the idea into action and with her dad Bob lending her £500 and telling her

to get a move on, she set up her company: Wheelie Good Mobility ([www.wheeliegoodmobility.co.uk](http://www.wheeliegoodmobility.co.uk)).

Today, Charmaine buys and sells used scooters at a fraction of their price when new.

Add to that a mail order catalogue with 500 other pieces of affordable new equipment and a thriving online business and Charmaine, from Dartford in Kent, is very busy.

### CUT THROAT

"It's a pretty cut-throat business and it's taken me time to get going," she says. "For the first six months I constantly had suppliers hanging up on me on the phone and refusing to talk business just because I didn't have a shop."

Charmaine knew she was on the right track though when she bought a second-hand scooter for £50 and sold it on for £500 after a bit of attention. She also learned that many scooters are dumped at council tips and often

need the simplest of repairs to get them back on the road.

This and her degree from the University of Greenwich gave her the confidence to approach the Prince's Trust which helps unemployed young people start their own businesses or get into the world of work.

"I had to get a business plan together and present my idea to them. They fast-tracked me and in four weeks I had a £1,500 start-up loan which I used to buy a printer, some stock and software. I got a mentor too to guide me through difficult decisions."

With the help of her dad she started gathering old scooters and learned quickly with his help how to take them apart and give them complete overhauls.

"I know how to strip them down and rebuild them, but in truth I'm much happier keeping clean in the office working on marketing, graphic design and strategy."

Now she has a workshop where

### Contacts

THE Government is setting up a New Enterprise Allowance scheme from next year and making it easier to access advice and information.

Ask at Jobcentre Plus ([www.direct.gov.uk/employment](http://www.direct.gov.uk/employment)).

Also contact Business Link ([www.businesslink.gov.uk](http://www.businesslink.gov.uk)) for advice and information.

her dad keeps things ticking over with occasional help from her brother-in-law, former Royal Engineer Dan, and her dad's friend Doug.

"Often scooters are thrown out when they are no longer needed and have little or nothing wrong with them or they have sadly outlived their owner. We make sure they're perfect again and

can sell reconditioned models for around £500. I sell new models for around £1,200 too."

Charmaine knew she would need a strong brand image to boost her credibility in an industry where trust is crucial.

"I had studied graphic design at university and also had some web design skills, so I created a website and mail-order catalogue. Now I have my nephew Dan helping on the website and I am focusing on the 2011 catalogue."

### TRUST

Recently, Charmaine and her dad have attended local markets where they show customers their goods - much like mobility shops in shopping centres.

"We realised it's all about meeting our clients and showing them we can be trusted - but not taking on huge overheads such as a shop."

This summer also saw Charmaine scoop the Shell LiveWIRE Southern England Region Young Entrepreneur of the Year and the Kent Excellence in Business Award.

"From the date I launched in May 2009 I haven't looked back," she says. "I love what I do. Work is my hobby."

"One day soon I hope to be able to take on some staff and give other young people a chance to seize their own skills and maybe become future entrepreneurs. A bit of hope for this country in its recovery from recession."

### Prince's Trust

THE Prince's Trust Enterprise Programme is designed for young people aged 18-30 who need help exploring a business idea and are currently unemployed.

If your idea is accepted you'll get advice, training, start-up funding and a mentor.

Further information about The Prince's Trust is available by calling 0800 842 842 or at [www.princes-trust.org.uk](http://www.princes-trust.org.uk).

### Shell LiveWIRE

LIVEWIRE is one of the UK's longest-running award schemes, designed to support young entrepreneurs.

As well as an annual £10,000 Young Entrepreneur of the Year

award there are monthly Grand Ideas awards, where up to five £1,000 prizes are given to very early-stage businesses.

To find out more go to [www.shell-livewire.org](http://www.shell-livewire.org).