
Is there a need for this service?

Posted by designforwomen - 2008/08/17 06:56

Hi my name is Amanda

I have a degree in Business Studies and Marketing, and am currently undertaking a Graphic Design course specialising in Graphic Design for business. I am in the process of setting up my own business where I will offer a personalised marketing and design service exclusively for women in business.

I believe that women have different needs and aspirations than men when setting up their businesses, especially when they are intending to sell to women. I have done a lot of research in these differences and how to effectively market to women in the marketplace.

I would like to help women in business by providing a completely cohesive marketing communications package, including branding and identity, business name, logo, graphic design, packaging design, stationery design, web design, marketing communications plan and any other marketing, graphic design and business development services, where appropriate.

Can you please take a couple of seconds to send me back a simple yes or no (elaborate if you have the time, it would be greatly appreciated) as to whether you think there is a need for a service like this. Just trying to do a bit of market research. Thank you for your time. Amanda

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Re: Is there a need for this service?

Posted by chantal - 2008/08/20 13:31

Hi Amanda

Firstly, good luck with your new business! I do think there is a need for your service, because us women do do things differently. However, I think you might struggle if you only want to work with women, because there are a lot of men running businesses who need your help too. Some women have men working in their businesses too, so they might not know if you'll work with them or not.

I think the area in which you will certainly find lots of need is that of 'working mums' - women wanting to combine work with bringing up children. The only problem I've found with that market is that they don't always have a lot of money to spend and often try to do it themselves!

Hope that helps!
Best wishes,
Chantal

www.AppleTreeuk.com

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Re: Is there a need for this service?

Posted by Sarah_Midas_Accountancy - 2008/08/30 15:41

Hi Amanda,

There certainly is a demand for your services. Speaking from experience, I have established my own accountancy practice and I have always struggled with the more creative aspects of starting my own business. I often prefer the softer approach of women entrepreneurs as many men can be quite aggressive when it comes to making the sale. I also find that many of my female clients feel more comfortable and relaxed doing business with me than their previous male accountants.

Best of luck with your new endeavour!

Sarah Offord ACMA
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