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Friday 19 Sep 2008

News

Fiesta Crafts



Richard Bacon and his brother Andrew were considering whether they continue in their existing management roles or look at the alternative option of starting up a new business - they seized this opportunity, rising to the challenge and in 1990 they started Fiesta Crafts Ltd.

Fiesta Crafts Ltd produces a complete range of quality children's toys, games, wall hangings, puppets and pencils, created to their own design. With just a few thousand pounds turnover when they started, Richard and Andrew have built Fiesta Crafts Ltd into a business with a turnover of over £1.7m.

'Our core range has now diversified into games. Our clients now include Harrods, John Lewis, independent retailers, gift shops and mail order companies.

A few years ago we were exporting just 1% of our products, we made a conscious decision to increase our delivery to this market and now export around 25% of our products.'

Richard was initially made aware of Enterprise Enfield through one of the companies partners who attended an Employment Law seminar.

"We were having some communications issues within the management team and felt that we needed a knowledgeable and independent third party to help us to resolve them."

Richard and Andrew first met with an Enterprise Enfield business adviser Chrystelle Benkhelil, who then introduced them to other business advisers namely, Andrzej Warhaftig, Liz Gjoni and Gail Nielsen.

Through coaching and mentoring sessions, Andrzej, Liz and Gail were able to identify the key issues affecting the management team and staff. They then devised four specific tailor-made seminars for the team to help them improve ways of working:

- Appraisal Training
- Managing Teams
- Time Management
- Communications

"Our success is based on our product range and a good team spirit. One of the most important pieces of advice we got from Andrzej was that it is important that you fully understand what or who you are dealing with."

Richard has ambitious plans to expand further and diversify the products outside of the UK.

"Seek as much advice as you can and fully understand the legislation surrounding the product or service

that you are bringing to the marketplace. With the support that has been received, and the knowledge we have, we are now in the position to be able to work towards implementation on the issues that we had identified".

For more information call: 020 8804 0563 or visit www.fiestacrafts.co.uk richard@fiestacrafts.co.uk

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[click here to send
us an e-mail](#)

Enterprise Enfield
tel: 020 8443 5457

Broxbourne Enterprise Agency
tel: 01992 301050

an intaract.net website