



CASE STUDY

Always the bridesmaid...

Edinburgh-based Caroline Whitmey started her business with an idea she had after planning several hen nights.

“As a bridesmaid three times, I have been responsible for many hen parties” she said. “I lead a busy life, so I looked for someone to take on the organising for me – but everything on offer was pretty tacky. That’s when I realised I could offer so much more myself.”



After completing a business plan and working with business advisers from Business Gateway and PSYBT, Caroline was put forward for a PSYBT panel. From reading her business plan and meeting with Caroline, it was clear to the panel that Caroline’s idea and enthusiasm for her business made it a viable concept.

It wasn’t long before Caroline received her funding and was able to put some of her plans into action. Using the money she secured from PSYBT, Caroline was able to buy a computer, commission a website and print business cards.

‘Ms Bond Events’ now specialises in arranging tailor-made events, unique and imaginative soirees, luxury breaks, chic pre-wedding celebrations and innovative corporate incentives that are synonymous with decadence and style for clients all over the UK. Already Caroline has secured some very interesting corporate assignments from organisations such as RBS.