



## CASE STUDY

### Emma Hall

Emma Hall has the only organic, speciality hairdressing salon in Edinburgh, employs two staff and is now looking forward to a prosperous future.

Emma always wanted to be a hairdresser and began her career at 16 upon leaving school. She dreamed of having her own salon and setting up business in Edinburgh but had no idea where to begin. In 2006 she saw an advert in the North Edinburgh News (NEN) for NEBI, offering help to people who

wished to start their own business. Emma explains: "NEBI staff were just fantastic – the courses I attended gave me the confidence and know-how to become self-employed. NEBI staff also introduced me to The Prince's Scottish Youth Business Trust (PSYBT – see page 100), a charity that gives loans and grants to people between the ages of 18-25 years, and that enabled me to obtain my premises. The PSYBT check you out every three months for two years so that any business problems can be ironed out promptly."