



Molly's Business Journey

Molly (name change), a new mother originally from Sri Lanka, was required to leave her employment as a carer when she went on maternity leave. Prior to this, she had extensive experience working with communities and charitable organisations and was passionate about promoting health and wellbeing.

Drawing on her knowledge of healthy eating, natural ingredients, and traditional tea-making methods, Molly identified a gap in the local market and was inspired to establish her own wellbeing tea business. Her long-term ambition is to expand the business and eventually open a café that promotes health, wellbeing, and cultural diversity.

Molly was referred to the Business Innovation Centre (BIC), with meetings also attended by the International Community Organisation of Sunderland (ICOS) to provide additional support and guidance throughout her business journey.

Through the support received, Molly participated in a number of community markets and events organised by the ICOS Women's Group. These opportunities enabled her to showcase her products, gain new customers, build confidence, and increase awareness of her business within the local community.

The BIC provided tailored support with business planning, market research, advertising and promotion, and business registration. This assistance helped Molly establish strong foundations for her enterprise and develop the skills needed to successfully manage and grow her business.

Molly continues to develop her wellbeing tea business and is steadily working towards achieving her goal of creating a sustainable enterprise and opening her own café in the future.