

My business started as a hobby and my love for selling. For example in 2007, before starting the Mounbatten programme, I sold mid-range designer bags via eBay in order to pay off my student over draft. I had always had the desire to have my business and whilst working in the Business Development Team at UBS, I assisted the refining of the venture capital strategy, by compiling an album of US Venture Capital Firms, focusing on priority targets with sectors teams and bankers, to identify pre- IPO investment opportunities. My role involved coordinating emerging IT technology information session, meetings and conferences for senior management and bankers with leading venture capitalist firms and technologists. I also researched and prepared management memos for venture capital meetings.

My role and duties exposed me to a lot of successful businesses and made me realise that the potential and benefits of having an online business. In particular, I realised that these businesses can be set up with very limited capital and structure even though they have the potential to grow. It also provided an assurance for someone like me who still because I wanted to develop my career and also rely on the guarantee funds from my 9-5. In addition, it made me willing to try out a new market, see the bigger picture and take advantage of the global platform, technology offers to businesses today.

In March 2008, my sister got married in Nigeria and received a lot of gifts which she left in my parents' house as she believed that they were items she did not need or want. Fabulousitee gift registry is pioneering the concept of online shop in Nigeria and also educating and encouraging people in the country about the values of a gift registry. In addition, it also allows Nigeria who lives outside the country, to buy and receive gifts which are delivered to their address in the UK or US. We also provide favours and help source items for people. Although, setting up a business with an international dimension creates a lot of challenges, it allows me to develop a brand that I can personally relate to and also provides a fresh market with lots of potential.

Once the website (www.fabulousitee.co.uk) was developed, social networks, word of mouth and personal recommendation were the main way of marketing and promoting the business. I also built a network within the B2B community through societies like the North London Chambers of Commerce and I realised I did not have much to offer to businesses in the UK. In April 2011, I was asked to sponsor an event to women in business and I realised that I could also offer corporate gifts to businesses, especially during the festive season. As a result of this, we started to create and sell gift boxes to mostly small businesses and they are very happy because their clients like the personal touch we add to it.