

The Cartoon Saloon

Paul and Tommy use their artistic skills and interests to set up their own business in Kilkenny

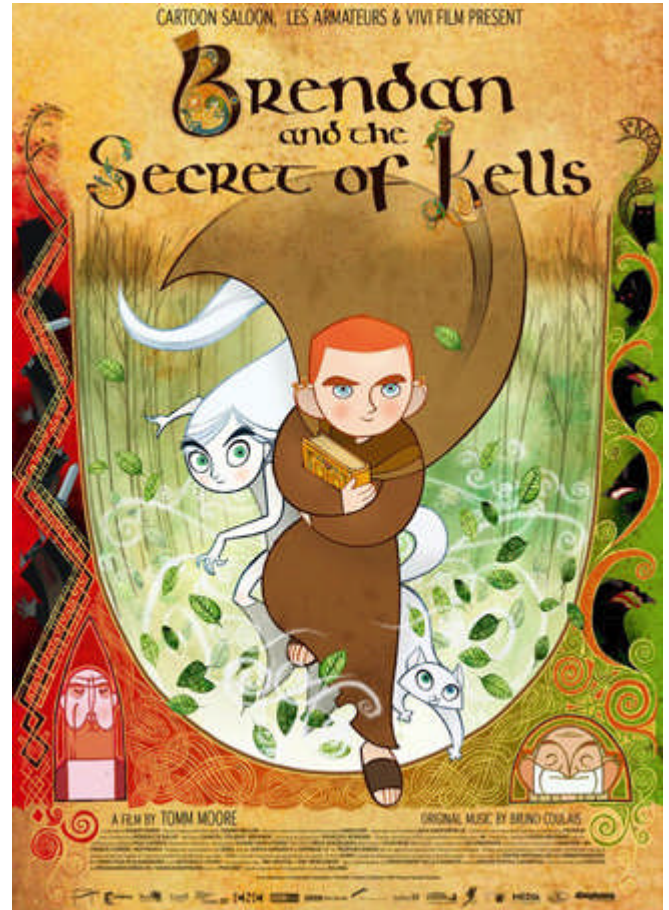
The Cartoon Saloon business began as a **partnership** between Paul Young and Tommy Moore, while both were studying in Ballyfermot Senior College. An **opportunity** came along to assemble a group of ten animators with the Young Irish Film Makers in order to put together a detailed plan for a film idea they were working on called 'The Secret of Kells'. The idea was to put together a plan with drawings for a 50-minute cartoon feature film depicting the story of the Book of Kells.

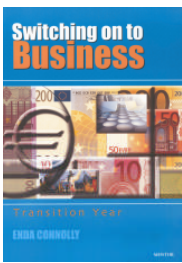
Based on the plan and pre-production work, Paul and Tommy were successful in getting **grant** aid from a number of **state agencies** - including **Kilkenny County Enterprise Board** - to turn the idea into a film. With a good idea and financial support, the Cartoon Saloon Ltd. was in business.

Since then, the business has grown to become an animation and illustration design studio specialising in original, high quality animation projects for television, film and multimedia. The company provides exciting and fresh design, illustration and animation solutions for the multimedia, software and Internet industries. Over the past two years, the company has built up a highly skilled and dedicated **workforce**.

The work done by the Cartoon Saloon falls into two main **market segments**. The first is work done for customers such as advertising agencies, film companies, etc. These come with a request and the Cartoon Saloon goes away and prepares all the artwork. The other main segment of the market is original animation projects generated by Cartoon Saloon's own ideas.

1. Where did Paul and Tommy look for ideas for their enterprise?
2. What skills or interests do you have that could potentially be turned into a business idea?
3. Besides their local County Enterprise Board, where else could the entrepreneurs have looked for the finance needed to set up their business?





Switching on to Business

EXTRA!

Chapter 2

LOOKING FOR AN IDEA HANDOUT 1

Trudie's Catering Kitchen

A talent for cooking becomes an enterprise opportunity for Trudie Power

A passion and talent for cookery has been transformed into a profitable business by Trudie Power, founder of Trudie's Catering Kitchen. She had been working for 14 years in a local store when she began to add her own garnishes to salads and other products at the deli counter. Such was the response and demand for the new dishes from **customers** that she began thinking that this might be a **business opportunity** for her.



After discussing the idea with friends and family and conducting some market research, Trudie decided to try and develop her own business around her skill.

She contacted her local **County Enterprise Board** who, after discussing and evaluating her idea in detail, agreed to provide her with a 50% capital **grant** to finance the development of a premises and purchase of equipment. Trudie says the help she received from the Enterprise Board took away the scariness of setting up her own business.

Trudie's Catering Kitchen was officially opened with just two staff members. Within a week, she had to hire additional staff to keep up with demand. The company now employs 11 full-time staff and 12 part-timers.

The firm has built up a food catering service based around excellent food and eye-catching presentation and has received numerous awards for its efforts. The business has become particularly well known for a number of its specialities including salads, paninis, sandwiches and baps. Trudie's Catering Kitchen has won a number of major **sales contracts** to supply fresh, wholesome food to **retailers** such as Supervalu, Pettit's Supermarkets and other retail outlets in the South East.

In the process, Trudie has received a number of prestigious awards for her business, including the highly sought-after Excellence Ireland 'Q' Mark. Out of the 100 companies that received the award, 52% failed to retain it the following year. However, Trudie's firm has received the award two years in a row, and has also won awards from Food From Our Farms and the prestigious Wexford Opera Food Fair.

In the future, Trudie says she hopes to maintain her business at a reasonable size and continue to focus on providing products and services of a very high standard.

1. Is there any food or dish, no matter how simple, that you like making for yourself? If so, and assuming that money was no option, is there any way that you could turn this talent into a business idea?
2. How do you think that winning awards has helped Trudie's' business to grow?
3. Why do you think Trudie is keen to maintain the business "at a reasonable size"?