



CASE STUDY: Enterprise Academy - Jamie (Jd's Pc Supplies)

Date: 14.3.08

Location: Interviewed at i Centre, Oakham Business Park, Mansfield

Enterprise programmes developed by no limits

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Jamie Davis is one young man who's making the most of the opportunities the Enterprise Academy is creating.

Jamie is in year 10 at Manor School in Mansfield Woodhouse and **no limits** is working with the Head of Personal Development, Paul Dunne, at Manor to develop a comprehensive enterprise programme for year 10.

The Dragon's Den day and the "entrepreneurial you" workshop in November combined to inspire Jamie to take his fledgling business ideas further. Jamie was part of the team of 4 from Manor taking part in the enterprise challenge during the hugely successful Dragon's Den event. Taking part in the event and talking to business advisors during the day made Jamie realise that business was for him and he has developed an on-line business selling computer parts at competitive prices. He makes sure he's competitive by studying prices at local stores. He was really busy in the run up to Christmas – even dealing effectively with the Christmas post to ensure his customers got their goods on time.

In talking with Paul Dunne about how we could further support Jamie, Beverley Burton from **no limits** has been able to link Jamie with a business mentor, David Allsop, founder of locally based business, Above and Beyond. Jamie is keen to learn and welcomes support from someone who has started a business and appreciates exactly what he's trying to do. Jd's Pc Supplies continues to develop, with a new website address launched 17th March:

www.jds-pc-supplies.co.uk

Jamie's drive and determination and willingness to learn contribute to him having a bright business future as he continues to be supported through the enterprise academy.