

Case Study from BBV

Zara Neild, Zara Cakes



Zara Neild from Manchester was supported by Bolton Business Ventures.

She had always had a passion for baking and decided to start her own business doing what she loved. Being highly creative but knowing nothing about business she decided to approach BBV.

Zara attended a Barclays Get Ready For Business workshop and subsequently received 22 hours of 1-1 support. Alongside her own initial investment of £17,200 she received a Virgin Start Up loan of £9,000.

Zara Cakes was launched in August 2013 creating bespoke cakes for all occasion using only the finest ingredients.

To capitalise on the reaction she was getting to the cakes Zara began to offer cupcake workshops and also kids parties.

The business has gone from strength to strength and in October 2014 Zara was opening her second premises and employing ten people. She plans to expand, move to larger premises and open another store soon.

The business was acknowledged as Virgin Start Up of the week and Zara remains a Virgin Ambassador. Also recognising her talent, Zara has been featured on BBC Breakfast News, run workshops with the Hairy Bikers on the radio and has many well known clients such as the FA and Michelle Keegan and Mark Wright.

Zara describes her Bolton Business Ventures mentor as a “mentor and a friend” whom she “can’t thank enough” for the help she received in realising her dream.

Zara said:

“I knew nothing about business and have had massive help from the programme - I cannot thank my mentor enough, she’s like a friend and mentor.

I feel a great sense of achievement and I’m very lucky to be in the position I’m in.”