

# Case Study I



Franchise Case Studies are an essential ally to your franchise research. Reading about people who have been where you are now, considering starting their own business and taking one of the biggest decisions of their lives, can be extremely helpful and give you the confidence you need to take the step into self-employment for yourself

Meet Stella, our Franchise Partner in West London. Stella has been trading as Kiddy Cook West London since September 2018 having worked with us as a Class Leader for 2 years. Prior to joining Kiddy Cook, Stella had been working as a Paralegal in Panama before studying for her degree in Nutrition.



“ I've been living in London for the past 24 years with my husband & 2 daughters and I've been running the Kiddy Cook Franchise for West London since January 2018. However, until then, my career path had been a bit diverse. After working as a Paralegal & obtaining my Law degree back home in Panama, I moved to Canada & worked as a customer administrator, then married & moved to London where I was back working in Law with a Panamanian Law firm, before completing my degree in Nutrition.

By then, I already had 2 children and whilst I wanted to be with them both, I also wanted to do something for myself. I started a small catering and baking business supplying local cafe's and restaurants. and whilst I really enjoyed the food side of the business, I wasn't motivated enough and did not have the time to take the business to the next level. I found it hard to do it ALL on my own.

I came across Kiddy Cook through my friend Veronika who needed a Class Leader for some of her after school clubs in South West London, and although originally I offered to help for a school term I ended up staying for 2 years. During that time, I had the chance to get to know the business and I really enjoyed helping and inspiring young people to have fun with food whilst teaching them how to make informed choices towards a healthy lifestyle. Having a background in nutrition has helped me understand the effect that food has on our bodies and I believe passionately that starting good, healthy eating habits from an early age can be beneficial to a person's life. Therefore, when the opportunity to buy the Franchise for West London came along I took the plunge as I knew it was the right move for me.

The last 2 years have not been easy as the Pandemic has had a profound effect on my business, but being part of a Franchise network means that we're not on our own. Nikki has been a great support and has managed to adapt to the current market and as a Franchisor has helped move my business forward.

Out of all the jobs I've done through my adult years, this is the most rewarding one. I love giving children the opportunity to explore and enjoy food knowing that I'm helping shape a healthier future for them. ”

## Contact Details

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