

WEB SHOP BUILDS LBK E-COMMERCE SUCCESS

A lot of us are understandably worried about job security these days. But Jacqui Donaldson (pictured) left Royal Bank of Scotland with the ambition of setting up her own business.

Donaldson now runs www.littlekidsbedrooms.com (LKB) a web shop, which sells all the paraphernalia, colourful bedding and related accessories you'd ever need for, err, little kids' bedrooms.



"I did a lot of research and experimented with ecommerce with a couple of friends," she explained. "I knew that I wanted to do something online, and as a parent, I was aware of how much money people spend on accessorising children's bedrooms.

"I spent a lot of time in the Library reading dozens of market reports," said Donaldson. "And I spoke to a lot of web companies before I found Indez. I knew right away that they were the right people. They have so much knowledge, and I still trust them completely. I don't think there is anyone else in the industry who I would want to change to."

In October 2008 Donaldson commissioned an e-commerce web shop from Glasgow-based specialists, Indez International. It took two months to build and was launched in December, in time for Christmas. Now, four months later, daily orders are worth four figures and annualised sales are in the region of a quarter of a million pounds.

Pete Mowforth, Indez chief executive observed: "We build web shops that are like Formula One cars: if they're driven well, they knock the competition into a cocked hat. They have world-beating technology in them. But they do need to be driven, and that requires a lot of work. Jacqui Donaldson has been the perfect customer for us because she listens to all our advice and works so hard to implement it. That's why she's been so successful so quickly."