



LAUNCH:
Jacqui Donaldson
left RBS to start
her webshop

Webshop records first year success

By Greig Cameron

A WEBSHOP for children's furniture and accessories is on course to hit £250,000 turnover in its first year.

Jacqui Donaldson founded site www.littlekidsbedrooms.com after deciding to leave Royal Bank of Scotland last year.

Since launching in November she has been delighted with how quickly trade has grown with more than 30,000 people now visiting the site each month.

International sales have also been strong with 50 per cent of orders coming from outside the UK.

Donaldson, based in the east end of Glasgow, said: "I knew I wanted to do something online and as a parent I was aware of how much money people spend on accessorising children's bedrooms.

"That's where the initial idea for the Little Kids Bedrooms webshop came from and everything so far is going really, really well.

"I wanted to keep my prices as low as possible without compromising on quality.

"While people may not have the same money to spend they do still want to buy and get that feeling of getting a bargain.

"I also wanted to target global sales and not just the UK. My prices are competitive and I think the pound's performance against the euro and dollar is also helping."

Donaldson worked closely with

Delight at quick growth by children's furniture site

Glasgow ecommerce specialist Index to set up the site. Among the initiatives she wanted were different options for shipping with the cheapest option across a range of providers being sought out.

She said: "I worked really hard on my shipping rates and went to a number of providers. A lot of companies have set shipping rates and I didn't want that.

"Now I have more than 700 options so when somebody puts an item into the basket the site automatically finds the cheapest way of sending it wherever the customer is in the world.

"I think that is a definite advantage when selling all around the world as customers are not being penalised for being outside the UK."

Pete Mowforth, CEO of Index, said: "We build webshops 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 has been the perfect customer for us."