

PET-Xi CASE STUDY

WAQAR'S STORY

Waqar Hussain, age 23 from Leamington, first became interested in graphic design after leaving school and then developed his knowledge further when studying a degree in marketing.

This then developed into a hobby before he completed a six-month placement in graphic design where he developed his skills further and realised the potential of launching his own business in the sector.

Waqar heard about PET-Xi's Business Futures programme through a networking group and thought it would help to develop and launch his business.

Support provided by PET-Xi

The free six-week Business Futures programme provides budding Warwickshire entrepreneurs with a range of business support and advice as well as the opportunity to take part in a Dragon's Den-style pitch for the opportunity to receive a £1,000 grant to help launch their idea.

It aims to support jobseekers across the county to develop their entrepreneurial skills to launch a business and become their own boss.

Waqar spent a lot of time preparing for the course and was given access to pre-recorded online sessions on topics including business structure, registration, developing a business plan, social media, marketing and competitor analysis to help develop his knowledge further.

His business mentor was also able to answer any questions around his business plan and also provide advice on marketing such as Google Ads.

Waqar then pitched his business idea for 'Wisuals', which specialises in graphic design, illustration and branding as well as selling artistic graphic design prints directly to customers, to a panel of judges and was successfully awarded a grant of £1,000 to help launch this

Gary Drake, of PET-Xi, said: "Waqar is incredibly talented in graphic design and has created some excellent, high-quality pieces which demonstrate this.

"He also has a very professional website which he is currently developing and has a fantastic business plan which really highlighted the exciting potential of the business.

BUSINESS FUTURES



“We were very happy to award Waqar a £1,000 grant. It will be a huge help in bringing his business to life so that he can market himself to build a client base and also sell his work directly to consumers.”

Outcomes

Waqar is now in the process of further developing his website, creating business cards and launching social media platforms for the business.

He said: “Graphic design was always a hobby, but my placement showed me that I could transform this into a business.

“The Business Futures programme provided a lot of useful information on exactly how I could achieve this, and the advice and support from my business mentor was invaluable, particularly around the various marketing platforms I could utilise.

“I’m extremely pleased to receive the £1,000 grant – it’s the funding I need to get started and I will be using it for my website, to market the business and to attend networking meetings to generate business. “I’m really looking forward to developing and growing Wisuals.”

Further information about Wisuals is available at www.wisuals.co.uk or on the WisualsUK Instagram page.

Together we work as one

Business Futures is a government-funded programme through the UK Community Renewal Fund, which is allocated locally through Warwickshire County Council. The six-week online programme is delivered by PET-Xi and is open to Warwickshire residents aged between 16 and 65 who are unemployed.

If you would like to do the same course as Waqar we would love to hear from you!
To sign up call Gary Drake on: 07852 030 334 or email: gdrake@pet-xi.co.uk