

# FAMILY *interest* MAGAZINE

FREE

Women

## Mum's the business

For many mums, starting their own business is a more flexible alternative to working when their children are young. Female entrepreneurs now account for 6.8% of the working population, double the number of those in 1979.

The 21st century provides an ideal climate for women with aspirations of setting up their own enterprise. The internet has revolutionised retail and service industries which helps in avoiding the expensive overheads of a shop or commercial office. This is also ideal for those women who still need to be based at home for the end of the school day.

However, many women lack the confidence and knowledge of where to get business help and information. There are a number of online networking forums including two valuable networking groups in the West Kent area.

### **Women in Business (WiB)**

This not-for-profit networking group is for all businesswomen - whether employed or running their own business or just with an aspiration to do so. The group holds evening meetings on the third Thursday of every month alternating at Pembury and Sevenoaks. This friendly group includes many women already running a diverse range of businesses and is a safe environment for women to meet and discuss business issues. WiB members can also promote their business via the WiB website and also exchange ideas through the online forum and receive regular newsletter on a range of business matters. For further information see [www.wib-westkent.org.uk](http://www.wib-westkent.org.uk) or telephone 0845 838 6347.

### **The Women's Company (TWC)**

This national group provides opportunities for business women to meet, network and develop business skills with other business women through local groups. Members of the TWC can attend any of the growing number of monthly business lunches at a special member price and Guests are also warmly welcomed at the lunches.

Members and Guests, at the monthly business lunch meetings, have an opportunity to network informally as well as present their business in a one-minute talk. Monthly lunches happen on third Tuesday of each month at Loch Fyne in Sevenoaks and a new group starting every second Wednesday at Tunbridge Wells. Call Alethea Lowles on 01689 619098 for more information on the Sevenoaks group or visit [www.thewomenscompany.com](http://www.thewomenscompany.com)

*With thanks to Gaynor Edwards of Torpedo Juice PR agency for her help and input on this article. She can be contacted on 01892 548309.*