

Scarlett and her dad!

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"MY £1M BUSINESS SUCCESS!"

When **Scarlett Emmanuel-Jones** helped out her dad's company, she never guessed that she'd be so successful!

I was around 10 years old when I first had the idea for a new product for my dad's sausage company, The Black Farmer. I didn't really know if anything would happen with the idea, I just wanted to have some sausages that I liked at home! I preferred smaller, thinner ones to the type Dad made, so I just asked him if that was possible.

"SELLING £1MILLION IS QUITE AN ACHIEVEMENT!"

"Dad loves to hear other people's ideas, so when I suggested it to him he was open to trying it out. Then, when he decided to try to sell my idea in shops he said he'd name it after me and call it The Black Farmer's Daughter.

"I don't know if I've always been interested in business, but I do like making money! And if you like making money, I suppose you need to have a bit of a business head on you. I'm always negotiating with my Dad; if he wants me to do a job and offers me a price, I always try to negotiate a better one by putting across my argument for why I should be getting more than he's offering — it's quite funny, actually!

"I was shocked the first time I saw

my sausages on the shelves, but I've gotten used to it now. However, I would like to change the pack design a bit now as it was done a couple of years ago.

"I thought that, because Dad's sausages are already very successful, there was a good chance that I could follow in his footsteps, but making £1million is quite an achievement! It's funny how something like chipolatas could sell that much!

"I also helped Dad's business with some online stuff. I showed him how to use Facebook — we thought it would be a great way to keep in touch with his customers. I helped him to set things up, use photos and make friends.

"I WAS QUITE SHOCKED THE FIRST TIME I SAW THEM ON THE SHELVES..."

"When my friends first discovered that I had my own brand of sausages they were really excited and encouraging. They think it's quite funny, and they're proud of what I've done. A few of my friends have also helped me give out samples at shows and they tell their parents to buy our products.

"I think that companies should look at young people for more unique ideas. For instance, if your business is in fashion, food or something to do with technology, then I definitely think you should get ideas from kids.

"BUSINESS ISN'T AS SIMPLE AS IT LOOKS..."

"From working with my dad, I've learned that business isn't as simple as it looks and there is much more to it than you think. I've also learned that sometimes people need a lot of convincing to try something new and that you should never be put off just because someone else doesn't think it's a good idea. Also, I think I see things a bit differently now when I'm shopping because I'm more aware of how products get into the shops.

"I would say that this whole experience has had an impact on my life and my personality, especially because I've experienced just how hard you have to work to be successful!"

SCARLETT'S THE BLACK FARMER'S® DAUGHTER CHIPOLATAS ARE AVAILABLE FROM SAINSBURY'S, MORRISONS, ASDA, BUDGENS, OCADO AND BOOTH'S!