

Budding Local Businesswoman Brings Buggies to Bournemouth

The founder of a Bournemouth business, Rentabuggy, is in the running to be crowned Entrepreneur of the Year in a nationwide Small Business Awards contest, which will be judged by star of hit BBC TV show Dragon's Den, James Caan.

Mother of two, Laura Morris, set up Rentabuggy in August 2008 and has entered into the Nectar Business Small Business Awards 2010. She is now in with a chance of making it to the awards shortlist and scooping the final prize of £2,000 cash, £2,000 to spend at Viking Direct and 50,000 Nectar points.

Laura was inspired to set up her business following a shopping trip with a friend who forgot her pushchair. After struggling round the shops with two young children, Laura realised there was a gap in the market for a service that allowed families to hire a buggy when they're out and about. Rentabuggy was born a year later, offering people the option to rent pushchairs and other baby equipment on a monthly basis instead of having to buy it all.

In the 18 months that they have been in operation, Rentabuggy is expanding into the holiday market too. The rising trend of the 'staycation' where Brits are opting to holiday at home has created a big opportunity for Rentabuggy and the service has proved a hit with families. By delivering baby equipment direct to holidaymakers' accommodation within Bournemouth, they take the hassle out of having to pack it all. In the future, Laura hopes to grow the holiday side of the business further and even to see Rentabuggy stands at airports.

Laura comments: "I'm ecstatic to be in the running for the Nectar Small Business Awards. Running a small business and being a full time single mother to her daughter Ashleigh, who is nearly 4 years old, requires a lot of patience, hard work and 110% commitment. I hope this inspires more mothers to see that having children doesn't mean you have to give up on your business dreams."

Charlie Humphreys, Client Development Director at Nectar, says: "Times are tough for small business owners and everyone who has managed to sustain growth and excel in the midst of a recession deserves recognition for their exceptional achievements. The awards will offer the chance for small businesses, entrepreneurs and social enterprises to demonstrate they've beaten the odds to succeed in these difficult times and we hope that they will inspire more people to consider setting up their own business."

The Nectar Business Small Business Awards are open now until **31st May 2010** and small businesses can enter into any one of four categories:

- Small Business of the Year
- Entrepreneur of the Year
- Online Business of the Year
- Contribution to the Community Award

In addition to James Caan, the judging panel also includes Guy Clapperton, small business journalist, Charlie Humphreys, Client Development Director at Nectar, and John-O'Keeffe, Merchandising and Marketing Director UK and Ireland at Office Depot.

So, if you run a small business, an online empire or can demonstrate your entrepreneurial streak, then Nectar Business wants to hear from you. This is your chance to be recognised and rewarded.

For full information on the Nectar Business Small Business Awards 2010 and detailed entry criteria, visit www.nectar-business.com/sba2010 where you can also download an entry form.

-Ends-

Media contacts

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Notes to Editors

- Launched in January 2005, Nectar Business has over 600,000 business collectors

- Nectar Business partners include: Viking Direct, Dulux Decorator Centres, Brakes, EDF Energy, Hertz, Thomson Local, BOC and The Nectar Business Credit Card
- Other Nectar partners include: Sainsbury's, BP, Homebase, Ford, Brewers Fayre, Beefeater, Dollond & Aitchison and Expedia