



## FLUX: THE STORY SO FAR

### TWO TRADE FAIRS, TWO TOP PRIZES!

We chose the name Flux because our somewhat sketchy knowledge of Latin told us that it means 'success' and true to our name (if it does, indeed, mean 'success!') Flux is going from strength to strength, success to success.

As the title of this update would suggest, we have been to two Young Enterprise led Trade Fairs and at both we have come away with the top prize for having the best stand. Our first Trade Fair success took place at Cowley...

Having been up most of the night tying small bits of twine around our ecologically friendly, ethically sourced loom-state cotton bags, it was hard to rouse the Flux troops at 6.50am on a cold Saturday morning. However, with a bit of gentle persuasion, the troops were soon rallied and we set off for Cowley. On arrival, we were immediately



disheartened. Our stall was in a poor position and the competition looked very fierce. However, we soldiered on and by midday our stall was heaving and what we had perceived to be our fierce competition were merely looking on in awe as the occasional customer trickled past their stall! What we had viewed, sales-wise, as a successful day became even more successful as, as the day drew to a close and we gathered round for the

presentations, Flux was awarded the prize for Best Trade Stand as voted for by a panel of judges and all the other Young Enterprise teams. Our prize was not only immense pride but £30 to spend in the shopping centre which we immediately re-invested in buying stock for Valentine's Day. (Or at least, £25 went into stock... a mysterious bottle of champagne did appear on the journey home...!!!)

Our winning streak continued when this Sunday, we travelled to a much smaller Trade Fair in Banbury. In the perishing cold and frankly dangerous wind, shoppers were simply nowhere to be seen – it therefore follows that although steady, sales were not massive! However, success again followed when we again won the only prize of 'Best Trade Stand' which this time came in the form of a hugely exciting, somewhat ostentatious trophy!! We also made some potentially fantastic contacts although we are only in preliminary discussions with them at the present time. More on this will follow as and when deals are agreed!

Over the coming weeks and months, Flux has many more exciting things in the pipeline. We are taking full advantage of Valentine's day, we will be going to more trade fairs as well as opening up other sales channels such as the internet as well as various internal (i.e. in school) projects. The future for Flux certainly appears bright.