



CASE STUDY

PLANT LOVERS LONDON

Nuzhat met Rej from the Business & Enterprise Team through a Council colleague and Rej was very supportive of her to take her business to the next step. Nuzhat had support to access the e-Business Programme and register for the free Newham Chamber of Commerce membership.

During her engagement, Rej identified Nuzhat's

determination for commercial space as she was running out of space while she was selling houseplants from home, and after exploring several options including pop-up markets, the opportunity with the empty spaces at Freemasons Road came up. She completed the initial expression of interest form, following which she had an interview and was successful in her application.

Eric Ecuban and Lennie Prosper from e-Business further supported her in improving her online presence and developing her business plan for the new premises to ensure viability. She took their advice on spending less on committing to this shop and other ways to add value. By the time she heard back regarding her application, she had committed to another commercial property in Tower Hamlets, with the support of her family and friends whilst simultaneously trying to agree on terms with the unit at Freemasons Road. We're pleased to announce that Nuzhat will be now launching her new shop at Freemasons Road on Saturday 18 May!

Nuzhat is already working on her next project to open a CIC where she can support other women suffering from depression and mental health, as well as offer local youngsters work experience placements in her current businesses.

Nuzhat's advice to anyone looking to start their own business is to believe in yourself, failure is a step to success. Every time you fail you learn to avoid making the same mistakes and keep on trying.

Nuzhat Khatun is the founder of Plant Lovers London, which started here in Newham as a home-based online business, with a passion for plants and a firm belief in their potential to improve and enhance everyday wellbeing. Nuzhat has been on a mission to expand her home-based online operations. Nuzhat suffers from Rheumatoid arthritis and also suffered from low mood. She believes that growing plants has helped improve her mood and motivation. She is a mother of two kids, and being a full-time mum she always thought of doing something from home. She initially started by selling plants on Facebook Marketplace and eBay.

“I am very thankful to Newham for granting this opportunity to open a women-owned business with special thanks to the Regeneration Team Ed, Demi and Nareen for all their support in getting us over the line.”



If you'd like to support Nuzhat's business, please feel free to reach out for further details.



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www.plantloverslondon.co.uk