



Claire Brynteson is an entrepreneur who found the right idea. She was working in a high powered job in the City of London. She noticed that there were plenty of people around her earning very large salaries but worked such long hours that they didn't have time to organise the ordinary things in life. So she founded Buy Time, a

lifestyle management service for businesses and individuals.

The business gives clients access to a personal assistant. The personal assistant will do everything from organising a parking permit, to getting broadband connection, to buying flowers for a partner, to fixing a leaking tap to organising a foreign holiday. The current 300 customers of Buy Time are either individuals or businesses which buy the service on behalf of their top employees. It employs 12 staff.

Claire Brynteson said: 'I could see that people around me were suffering from a lack of time and really needed this service. With women increasingly working the same hours as men, there was nobody at home to take care of anything.'

Source: adapted from The Sunday Times, 20.7.2007

- a) Log onto www.businesslink.gov.uk
Click on 'starting up',
Then click on 'considering starting up? '
Next, click on 'different approaches to starting your own business.'
Now click on 'a good business idea.'
Look at the section headed 'questions to ask yourself.'
 - I. Read the seven questions budding entrepreneurs should ask themselves.
 - II. Imagine you are Claire Brynteson in an interview. Answer the seven questions.