

Efficient, affordable, approachable – untangle your time with Pink Spaghetti.

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Cheshire-based business Mums see business growth with new franchise in Portsmouth and Winchester



The work/life ratio has always been a tricky thing to balance, but these days expectations seem to be forever growing, where work/money/prospects battle for supremacy with home/spouse/kids. With the time scales constantly tipping in the commercial direction while head and heart yearn towards the domestic something, somewhere has to give. The inspiration of two busy

mum's, Pink Spaghetti offers a solution to help redress the balance, giving time-poor people the chance to prioritise the personally important without letting the everyday errands slide.

Launched in 2009 by Vicky Matthews and Caroline Gowing, Cheshire-based Pink Spaghetti was developed to help give on the go mums and dads a few extra hours in the day. Offering a confidential, cost-effective and proficient service, Vicky and Caroline decided to give others the chance to off-load all the time-consuming tasks that cluttered up their own working and home lives, allowing extra time to spend with the family. From eBay listing and party planning to business research and administration, right down to diary juggling and social media updates, Pink Spaghetti have been taking care of clients for three successful years, adopting the role of part time personal assistant, without the price-tag.



Moving against the general economic trend, 2012 saw Pink Spaghetti go from strength to strength. With demand exceeding supply, Caroline and Vicky embarked upon the development of a nationwide Pink Spaghetti franchise network, enabling small businesses and busy professionals throughout the UK to access the unique help and expertise offered by these

enterprising mumpreneurs... And another new business success was born.

Six months ago, Andrea Holmes opened her first Pink Spaghetti franchise in the Portsmouth and Winchester areas. Mother to three young children aged 1-6 Andrea had previously worked as an auditor for several high-profile companies, including AXA and Credit Suisse, but found herself unable to spend the time she wished to with little Leo, Leila and Martha. By taking on the Pink Spaghetti mantle Andrea was able to better balance her own family life with a varied and interesting job while helping others to do the same. The venture has worked out so well that Andrea has recently decided to take on a second franchise covering her adjoining territory, Southampton.

Franchisee Andrea explains:

“After launching Pink Spaghetti Portsmouth & Winchester in Sept 2012, the business has really grown, and so I wanted to expand my coverage and include Southampton within my franchise. I love the variety of tasks and different challenges that face different small business owners, from photographers, to florists, business mentors to image consultants. I enjoy working with these businesses to help them get organised and take the burden of some of their monthly business tasks. I can't wait to expand my area and grow Pink Spaghetti as the No.1 PA Service in Hampshire.”

In March 2013 Pink Spaghetti's growing success gained a heartening nod at the Encouraging Women Into Franchising Awards, where they were finalists in the New Woman Franchisor of the Year” category with the awards being announced this May. Spurred on by their achievements to date, Vicky Matthews and Caroline Gowing are now seeking to develop the business even further with the addition of new franchises.

Just as Pink Spaghetti is committed to offering a time-saving service for all rather than the privileged and moneyed few, Vicky and Caroline wish to open up the possibility of holding a franchise to anyone who would like to run a business around the needs of their family. Enthusiasm, self-motivation and determination are the three main requirements that any entrepreneur will recognise. If you can provide those three important ingredients, Pink Spaghettimay be able to offer you a complete but flexible business in a box.

‘We have grown consistently over the past few years, and have a model that works, a clear brand and experience to share,says Vicky. We are looking for people who love a challenge, and believe in top level customer service at all times, but we also believe in giving people the flexibility of being able to work around their children.’

Pink Spaghetti is all about giving normal working people extra hours in the day to spend with their children, instead of doing all the mundane tasks it takes to run a small business or a family home. For more information, visit www.pink-spaghetti.co.uk.