



QuickBooks SimpleStart sweetens financial management for Absolute Chocolate

When starting your own business, it's important to be passionate about what you do. For some it might be a love of shoes or fast cars. For Linda Gilligan, it was chocolate. But while she was passionate about her business, the thought of managing her business finances was less appetising; until she discovered QuickBooks SimpleStart.

Having worked in financial services for years, Linda already had a good head for figures but was keen to set up her own business from her home in North Yorkshire.

Linda's husband, Gavin, helped inspire her decision to set up a chocolate fountain business as Linda explains:

"As a chef, my husband travels the length and breadth of the country visiting trade shows. He told me that one of the key attractions at these events was a chocolate fountain and suggested that I give it a go. I was looking for a change in direction and thought, why not?!"



In January 2005 Linda started her own chocolate fountain business, Absolute Chocolate (www.absoltechocolate.co.uk).

Absolute Chocolate provides chocolate fountains to satisfy the appetites of up to a thousand guests at weddings, corporate events and parties.

With her business underway, Linda turned her attention to the company's books. With her background in financial services, Linda was familiar with financial jargon and using a computer but still found 'doing the books' a daunting task:

"My accountant recommended a small business accounting package to me and because it had a free month trial I went with it but found it very confusing. I couldn't understand what information it was asking me for or how to put it in. I asked around and a friend recommended that QuickBooks SimpleStart would be the best thing to use, and it was!"

In the early days of her business, Linda found the amount of paperwork, receipts and invoices difficult to keep track of. With QuickBooks

SimpleStart she now has a single point of reference where she keeps track of her client details, money coming into the business and all of her invoices. Linda explains:

“I found QuickBooks SimpleStart very easy to use straight away and at first I used it extensively for ‘data catch up’ so I had a record of my customers and finances from the very beginning of the business. It’s simple to pull client information out of and I find that it makes invoices very easy to put together. Due to the nature of the business, I rarely have repeat customers apart from professional caterers. With QuickBooks SimpleStart the invoicing system is very straightforward and perfectly matches my needs.”



As Linda’s financial understanding has grown, so has her business. Absolute Chocolate has proven to be a recipe for success and receives about five orders a week keeping Linda’s books ‘sweet’ and the people of Yorkshire in chocolate heaven.