

## Riding the Rollercoaster

### The Ups and Downs of running your own business

By Luke Conod, Managing Director of Denim Nation,  
FIT, School Uniform Shop and Buy-Jeans

**Date:** Tuesday 17th November 2020

**Time:** Webinar to begin at 18.00 and last approximately until 19.00

**Where:** Online Webinar

*It all started when I was 11, by growing and selling marigolds from the boot of my dad's car. That gave me a taste for working for myself, and all the highs and lows, challenges and victories, risks and rewards that are entailed.*

*I did a brilliant retail apprenticeship with Woolworth's and then went to work for a number of different high street names before with the help of my mother, father and sister, we opened our first shop in Hereford in 2001.*



*Now 20 years on I am still here, minus some hair of course!*

*This evening I will tell you my story, the ups, the downs the ins and the outs, the 3am starts and the 4am finishes, the deals and the high points but also the lows and the sticky situations and how with the unstinting help of my family, friends and colleagues I got out of them!*

*Working for yourself has many, many, low points, but as they say - what does not break you, makes you stronger. These words are so true, I always learn from my mistakes and never make the same mistake twice! However, ask anyone who works for themselves and they will tell you that the high points out weigh the low points 100 to 1.*

*I would recommend to anyone who is thinking of working for themselves to grab the opportunity with both hands and go for it.*

*I look forward to seeing you all, virtually of course in the spirit of 2020!*

HEREFORD  
**UNIVERSITY CENTRE**



**If you are interested in attending  
then please contact the Student  
HUB to book your free space**

**e: [StudentHUB@hlcollege.ac.uk](mailto:StudentHUB@hlcollege.ac.uk)**

**t: 01432 365 431**