

# **ENTERPRISE CREATION**

SAS Au Bout de l'île

Véronique, Jean-Jacques, Alexandre et Louise BELLANGER

La Queue de l'île, 49570 Montjean sur Loire, Mauges sur Loire

Guinguette, Yurts and Bed & Breakfasts

## **What was your way?**

Economic and social baccalaureate then a degree in sociology with a specialization in social development and finally DEASS (Diploma of State of Social Work Assistant). 9 years of practice as a social work assistant.

## **Why did you create your enterprise?**

The idea was born from the desire to discover our little corner of paradise, the desire and opportunity to work with the family, the observation of a lack of restaurants and a keen interest in cooking.

## **Does it correspond to your initial project? If not, how has it evolved?**

Yes

## **With what financial means were you able to set up your business?**

No clean bottom. Family and bank loans. For all financial and legal matters, we are accompanied by an accounting firm.

## **Have you considered having one or more partners? If so, why and how many? If not, why not?**

Our company was born from a family project. We are therefore 4 partners Jean Jacques and Veronique, the parents, who started the guest house and two of their children Alexandre and Louise.

## **What are the skills required?**

- For me, the first skill is to be aware of one's limits and to know how to surround oneself with the skills of others.
- Knowing how to question ourselves, the current crisis reminds us that we must accept to renew our offers and services.
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- Know how to get organized
- Be perseverant, have clear goals and stick to them (know what you want and what you don't want).

Camille Nina Lise

### **What are the positive and/or negative aspects of running a business?**

Worry about the future/ not counting the hours/ difficult not to bring the company's questions home

Do what you like the way you like. Allows you to be upright in your values and beliefs. Very rewarding when everything is going well

### **What advice would you give to a young contractor?**

I think that one must be accompanied for the creation of the company both legally and financially (despite the cost). This allows us to make sure we have the necessary safeguards but also to have an outside view of the potential and viability of the project.

### **What are your future projects?**

The company is still very young (2 years old), so for the moment it is a question of establishing our presence and our particularity on the territory. We also hope to find a certain comfort in our recruitments and our organization for the summer season (high season) in order to allow us a little more serenity.

### **What if you had to do it all over again?...**

No hesitation, I would do it again!

## **Company management**

### **When you set up or took over the management of the company, was it the right time for you? Why?**

I don't know if there are good or bad times. Our business creation was hastened by the town hall, but we are very happy to have opened one year before the COVID crisis!

### **How many employees do you have?**

We have a year-round employee and 4 seasonal workers. During the high season, we have 8 people working for the guinguette and the accommodation.

### **What are the key steps in setting up a business?**

We are not a good example...

For our part, we initially approached Anjou Tourism to get an opinion on our project. We then thought about the draft of a forecast and we quickly met our accountant who guided us through the legal and financial procedures.

### **Is it necessary to have a good book Adress?**

YES! Partnership is essential to make oneself known and therefore be visible but also to share knowledge (or material).

Camille Nina Lise

**Why did you choose this location?**

Site of the bed and breakfast and above all, it's a little corner of paradise on the route of the Loire by bike.

**On what scale do you work (local, regional, national, international)?**

Our clientele (outside the COVID period) is, thanks to the Loire by bike, both local and international.

**Who are your suppliers and customers?**

Our suppliers are mainly local and mostly organic producers. Our customers are people passing through (Loire by bike) as well as locals who want to take a little break in a yurt, families looking for a place to take the time to get together or people who are sensitive to our eco-friendly approach (local, organic, waste reduction...)

**Who are your competitors. are they numerous in your sector?**

As far as accommodation is concerned, for us it is mainly about the AIRBNBs who are not subject to the same constraints as we are! There is a lot of accommodation in the area, but we are lucky to be well placed, well listed and above all to have an unusual offer of accommodation.

As for the guinguette, there are more and more restaurants in our area that define themselves as guinguettes, but we are lucky enough to have an atypical setting and to be part of a particular approach (organic and local family cuisine).

**How would you describe the day-to-day management of your company?**

Shared... We are 4 associates, so we share the load according to each one's skills. In spite of this, in the middle of the season our mind is obsessed by everything we have to think about...

**Have you been forced to make difficult choices professionally and personally? If so, which ones?**

With the creation of the company, we had to accept a significant drop in salary, but also and above all to change our family habits. Thus, over the summer period, I only see my children and spouse briefly. He has to take care of the family's daily routine alone and our summer holidays are limited to a short break of 3 consecutive days.

**How did you manage the COVID19 crisis?**

Once again, we relied heavily on our accounting firm, particularly for access to state aid. We quickly made the choice of a take-away sale.

Setting up the protocols was simple enough for us. Indeed, even before, we had already taken care to space out our tables so that we didn't feel like we were on top of each other. The hygiene of our premises is essential for the reception of our clients, so we were already disinfecting the rooms and yurts, the common areas, the kitchen, etc. The hygiene of the rooms and yurts is also very important...

**What is your marketing policy (tools, communication...)?**

We rely on local tourist supports and especially on the strength of social networks.

A young graphic designer allowed us to elaborate our logo and graphic charter. With her, we develop our communication supports.

**Does the company have a slogan? If so, what is it?** No

