



CASE STUDY

INDERJEET GHATAURE – THE GHATEAUX KITCHEN

Inderjeet was born and raised in Nairobi, Kenya, moved to the UK in 2002 and lives in Lutterworth.

She enjoyed employment until 2019 when, unfortunately, she was made redundant. After registering as unemployed she became aware of the WILL Project through the Job Centre.

Inderjeet considered self-employment and signed up to the CASE business support workshops. She started the sessions with Dorothy Francis in January 2020 and was taught all about business plans, financial management and budgeting as well as the legal structures required for starting a small business.



She has always loved baking and cooking and is passionate about food from different cultures. Growing up in the Punjabi culture, she has always had a strong sense of community - cooking and eating with family and friends being a large part of this and she began to consider setting up a business to sell food. However, after enjoying her involvement in the sessions and learning a lot from Dorothy and the other participants, Covid-19 hit and restrictions were put in place.

Then, one day in May, Inderjeet passed the open market in Lutterworth and saw traders out with their stalls. She remembered her idea of starting a catering business and saw the possibility of realising it by setting up a stall to sell cakes!

After approaching the local Council Inderjeet was given the go ahead to take a stall immediately and, although she only had two days to prepare, she decided to go for it!! She organised a small marquee and began baking! That very Thursday she had opened and held her first Market stall! “The Ghateaux Kitchen” was born, a play on Inderjeet’s surname and one of her signature dishes - Black Forest Gateau.

“The country was engaged in a home-baking craze in lockdown and the supermarkets were out of flour, yet I managed to make cakes and sell out! Then one lady came along and asked about home-made samosas and curries, so I decided to add savoury dishes to the menu”. Vegetable samosas turned out to become their most popular item!

Gradually, through word of mouth, Inderjeet successfully built a small clientele in Lutterworth, so decided to enquire about a stall in Market Harborough. She now has a base at that Market

every Friday and has a growing following on social media, reaching out to more people every week.

New customers are able to place orders in advance and The Ghateaux Kitchen receives excellent feedback, one lady commenting that Inderjeet cooks “Soul food”. Inderjeet also received Christmas cards and chocolates from regular customers, “A lovely surprise! And it was heart-warming to read wonderful messages saying that my business and service had made a difference to them in this difficult year, making 2020 a bit easier. It gave a lot of encouragement and satisfaction”.

“Knowing that I have the support from Dorothy, CASE and the WILL program, and that they are just a phone call away if I need any advice for the business, gives me great assurance and I was relieved to know they will be extending their support until May 2021”.

Family members have come on board and Inderjeet’s husband now makes curries for the business, which are proving very popular. The Ghateaux Kitchen has also catered, very successfully, for small wedding parties and other events. Inderjeet is confident of her future, planning expansion and additions to her mouth-watering recipes!

You can follow The Ghateaux Kitchen on Facebook

<https://www.facebook.com/ghateauxkitchen>

