

WEST ESSEX LIFE

IN A CLASS
OF THEIR OWN
Our guide to the best
schools in the area

CHEERS TO US

Let's hope it's a good one

CASH COW

Moo Creative, the Chingford-based graphic design company, has just notched up ten years in business and here founder Steve Mootosamy shares his successes

What's your background?

I was born, and had always lived in the East End of London, but I moved to Chingford 14 years ago, and that's where I operate the business from. I started work as a junior designer for a travel company before joining a group of advertising agencies in the mid 90s. I stayed with them for 17 years, progressing through the ranks before heading up my own in-house team.

What motivated you to set up in business on your own?

Prior to the financial crash in 2008 the company I worked for was in a really strong position, but everything changed from that point on. For the next three years I was firefighting and making redundancies until in September 2011 the inevitable happened, and I was made redundant myself. I'd always had a desire to work for myself so with things hanging in the balance I did a soft launch of Moo Creative in late 2010 whilst still working full time. I picked up my first clients in Jan 2011, and that's when it became real for me. The first three years were extremely tough: finding clients, learning how to run a business, plus looking after my two young children while my wife worked full time, but I look back at that period with a sense of pride. Juggling looking after kids and trying to get a business off the ground wasn't easy, but I got through it.

Do you have any regrets about starting your own business?

None whatsoever! I always tell people that my being made redundant was one of the best



ABOVE:
Steve has loved every minute of running his own business

things that happened to me. The last ten years have been such a fantastic experience and I've loved every minute of it. I've been fortunate to work with all kinds of people and businesses, and learned so much. I've also made some truly great friends along the way, for which I'll always be grateful.

Ten years on, how is Moo Creative doing and how has it changed?

I've learnt to use my experience to give my clients the best possible service. For me there's no greater reward than seeing

the work you've done, be it a logo, website or piece of marketing collateral, at the forefront of a thriving business.

Tell us about the service Moo Creative provides

We create clear, engaging and effective marketing communications for print and online that will improve your organisation's visibility, increase its credibility and influence a wider audience. We can help design your logo and brand, your website and all of your marketing collateral from flyers and brochures to displays and



Moo Creative can really influence a company's whole brand design in a positive way

presentations, plus much more.

Over the years I've gained some big client wins but feel equally pleased when working with a small local business. We can really influence their whole brand design in a positive way.

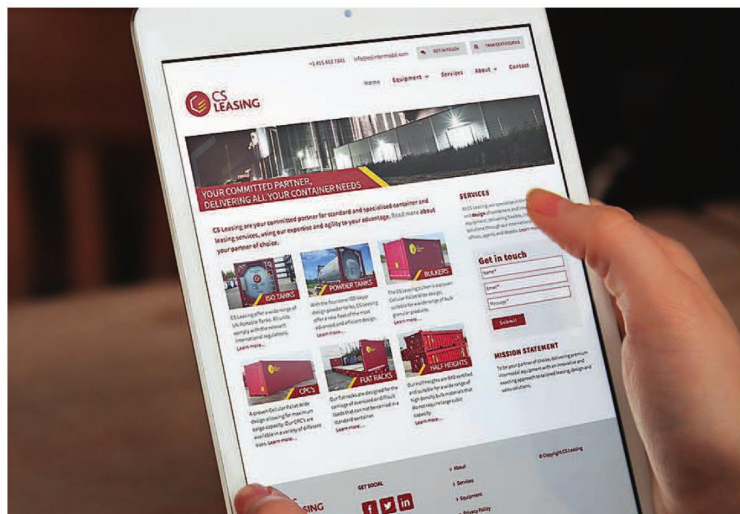
How many staff do you have and how has Covid affected your working?

Moo Creative is mainly just me, but I do have a great support network. I have another experienced designer who has worked with me on and off for nearly 20 years, both at my original agency and here at Moo Creative. Plus, I have web developers, copywriters and marketing people, all of whom I've known for years. Collectively we feel we can bring the big agency experience to a wider client base at a more affordable cost. Fortunately Covid hasn't affected us as we can all work from home. I do miss going into the city for meetings though!

Any advice for budding entrepreneurs?

Pay attention to the fine detail and keep it simple! Design doesn't always have to be elaborate and the best creative is quite often a very straightforward idea. I really subscribe to the 'less is more' school of thought and it's served me well over the years. ■

moo-creative.com



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