

CASE STUDY

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Ruth Amos StairSteady stairsteady.net

Ruth is 19 years old who has turned her GCSE design project into a business. The product is a StairSteady which enables people to climb and descend stairs with limited assistance. Ruth has been trading since September 08 and during this period has conducted 18 months of product development and 6 months research to market.

Her company is based in Sheffield at her home. StairSteady is a limited company and is run in conjunction with a representative of the manufacturing company, her father and mother (Director and Company Secretary respectively). At present Ruth still uses an accountant to do her taxes.

