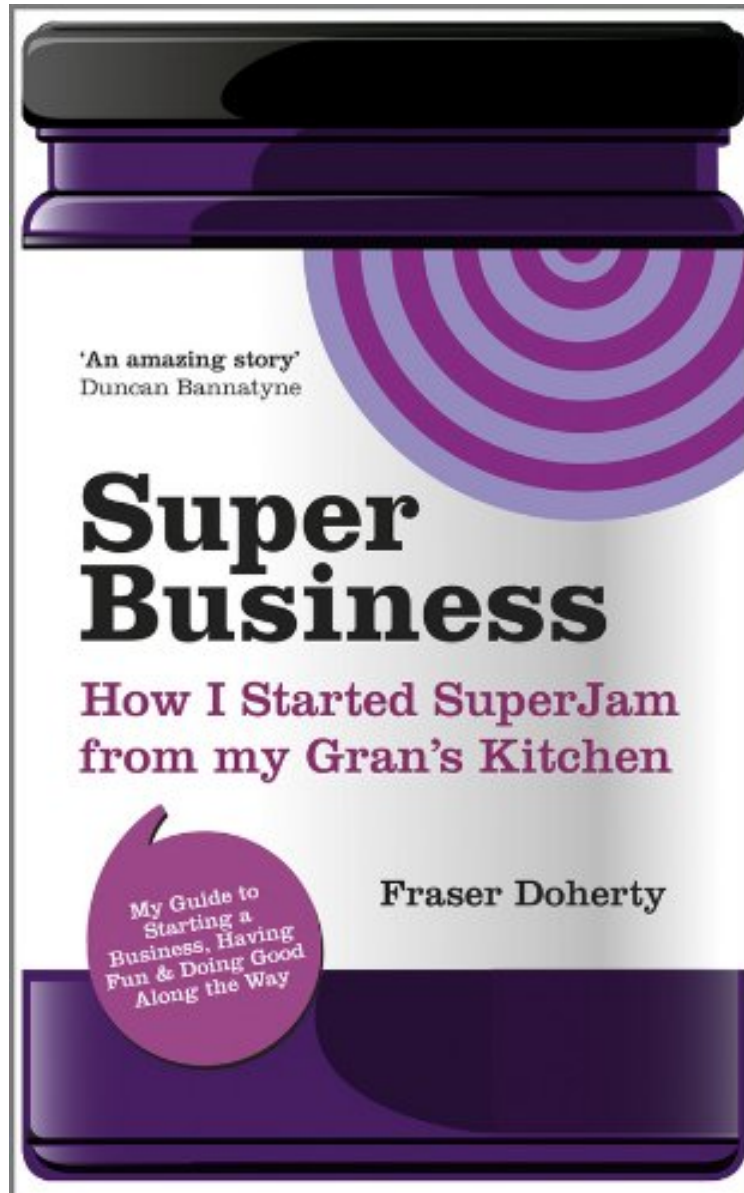


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## SuperBusiness: How I Started SuperJam from My Gran's Kitchen

Fraser Doherty

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**Fraser Doherty : SuperBusiness: How I Started SuperJam from My Gran's Kitchen** before purchasing it in order to gauge whether or not it would be worth my time, and all praised SuperBusiness: How I Started SuperJam from My Gran's Kitchen:

2 of 2 people found the following review helpful. One of the best business books I've ever read....really!By Leah MacVieIf you are starting your own business or improving your small business practices, this is the book for you.

Though my claim that this is one of the best business books I've ever read is impressive (I've read a LOT of business books), Fraser's story and message is extraordinary. You should read this book for three reasons: 1. You want to read an amazing story about a 14 year old who built a jam empire, pretty much all by himself. 2. You want to learn from SuperJam's startup pitfalls and accomplishments in order to build your own business. 3. You want to learn how to better add focus to your own business and how you can incorporate social contributions into your profit delegating. I was on a trip to Dublin and spotted this book in a book store. The story intrigued me- a 14 year old kid who started a jam company, and now, at only 22, he wants to tell me about how to start a company? Really? So I went back to the hotel, downloaded the sample on my Kindle...yeah, this was one of those samples that doesn't give you much more than the first page! I took a gamble, and finished the book in 2 days- I was hooked! The description of this book doesn't do the story justice (no offense PR person). The book is incredibly well written, with accomplishments and setbacks that any business owner or person thinking about starting a business can learn from. I am amazed that Fraser was wise enough to figure out what some business owners or whole business teams take a lifetime to figure out. I love that this book rounds out with a social contribution perspective, as Fraser found such amazing mentors and exemplars to show him the way to find his own social focus. Fraser- this book and your story are incredible. I'm putting in my first order of SuperJam now....

"Fraser gives hope to anyone who ever dreamed of selling to a wider market" —Lorraine Kelly "You have a great story to tell" —Gordon Brown "Fraser is an exciting young entrepreneur with an amazing story. His jams taste really fantastic too!" —Duncan Bannatyne At just 14 years old, Fraser Doherty was selling jars of homemade jam to his neighbours. A few years later, SuperJam was flying off the shelves of the world's largest supermarket chains. SuperBusiness tells how he transformed a hobby into a much-loved brand, selling millions of jars along the way. Fraser explains how he did it —; from his own kitchen table, without huge investment —; and how you too, can come up with a killer idea, build a brand, make money, and do good in your community. Those crazy business ideas really can grow into something amazing and life changing. If this story doesn't inspire you to start your adventure, nothing will.

'Fraser's story will inspire you to start your own adventure to get your business going in the right direction. (Flybe Uncovered, May 2011). A compelling story easy-to-follow guide to setting up a company 4 stars (Insider, August 2011). From the Back Cover At just 14 years old, Fraser Doherty was selling jars of homemade jam to his neighbours. A few years later, Super Jam was flying off the shelves of the world's largest supermarkets chains. SuperBusiness tells how he transformed a hobby into a much-loved brand, selling millions of jars along the way. Fraser explains how he did it —; from his own kitchen table, without huge investment —; and how you too, can come up with a killer idea, build a brand, make money, and do good in your community. Those crazy business ideas really can grow into something amazing and life-changing. If this story doesn't inspire you to start your adventure, nothing will. —;You have a great story to tell —; Gordon Brown —; Fraser is an exciting young entrepreneur with an amazing story. His jams taste really fantastic too! —; Duncan Bannatyne —; Fraser gives hope to anyone who ever dreamed of selling to a wider market —; Lorraine Kelly About the Author Fraser Doherty, named one of the '30 under 30' entrepreneurs in the world by Inc Magazine, is one of the UK's most successful young entrepreneurs. His company, SuperJam, started as a hobby in his Gran's tiny kitchen in Scotland and has grown to become an iconic brand and a phenomenally successful company. Fraser has also established a charity, The SuperJame Tea Parties, for elderly people who live alone or in care.