



Supermum Surrey Creates an Online Community for Mums in Business and Receives a “Best New Business” Award for Her Recognition

July – Louise Humphryes is behind the overnight success story of **Supermum Surrey** and is looking to increase her online community business across the UK to benefit mums running small businesses through the launch of her new website. Only eight months into her new business venture, Louise has received a “**Best New Business**” Award at the Mums and Business Awards 2014.

Louise has always been passionate about community work and so the concept of providing a space for mums to advertise their small Surrey businesses and encourage people to shop more locally complimented her values. The Supermum Surrey Facebook page has been up and running since Nov 2013 and boasts over 2,700 members to date – this increases each day. The small businesses range from cake bakers, photographers to art and crafters and provides the mumprenuers with a powerful tool to advertise their services at a small cost.

Louise embarked on research whilst on maternity leave and it soon became apparent that the smaller work-from-home mums often go unnoticed and are virtually impossible to find. The diversity of these businesses has been a real eye opener and by creating an online group it provides exposure for Surrey mums and allows them to network with one another, while boosting the local economy.

Supermum Surrey has recently received a 'Best New Business' Award at the latest Mums and Business Awards 2014, which is testament to Louise's business brain child. She has now achieved her next stage of expansion by launching a website so each Supermum member can have their individual business profile and URL. Customers will be able to browse their products, leave ratings and reviews as well as using an advanced search to locate local products and services. Louise believes this will empower more mums to start-up their own businesses if they have an affordable advertising space and will open up a new channel of communication pushing the philosophy "mums helping mums" to help them grow their business quicker.

Louise Humphryes explains, "Supermum Surrey was created, with the help of my partner, when I was on maternity leave with our second daughter and I was determined not to succumb to the daily monotony of daytime television so took it upon myself to start an online community! My aim is to help mums who are maybe struggling financially through maternity and parenthood in general. By creating this exciting platform, they can build their online reputation and generate business for themselves that would otherwise be extremely difficult.

It is hard to believe that Supermum Surrey has turned into something so rewarding and successful and its popularity has taken me by surprise in such a short space of time. My recent Best New Business Award is the icing on the cake and I thank everyone for their votes and kind endorsements.

"Supermum Kent and Supermum Sussex has launched in the last few months and this is proving just as popular. The aim is to build on our geographical presence each quarter to extend our offering to all mums in business across the South East with a view to rolling this out across the UK. The launch of the new Supermum website will help us achieve this

and I am looking forward to helping promote Surrey's best kept secrets and talent providing a tool to reach a wider audience. ”

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