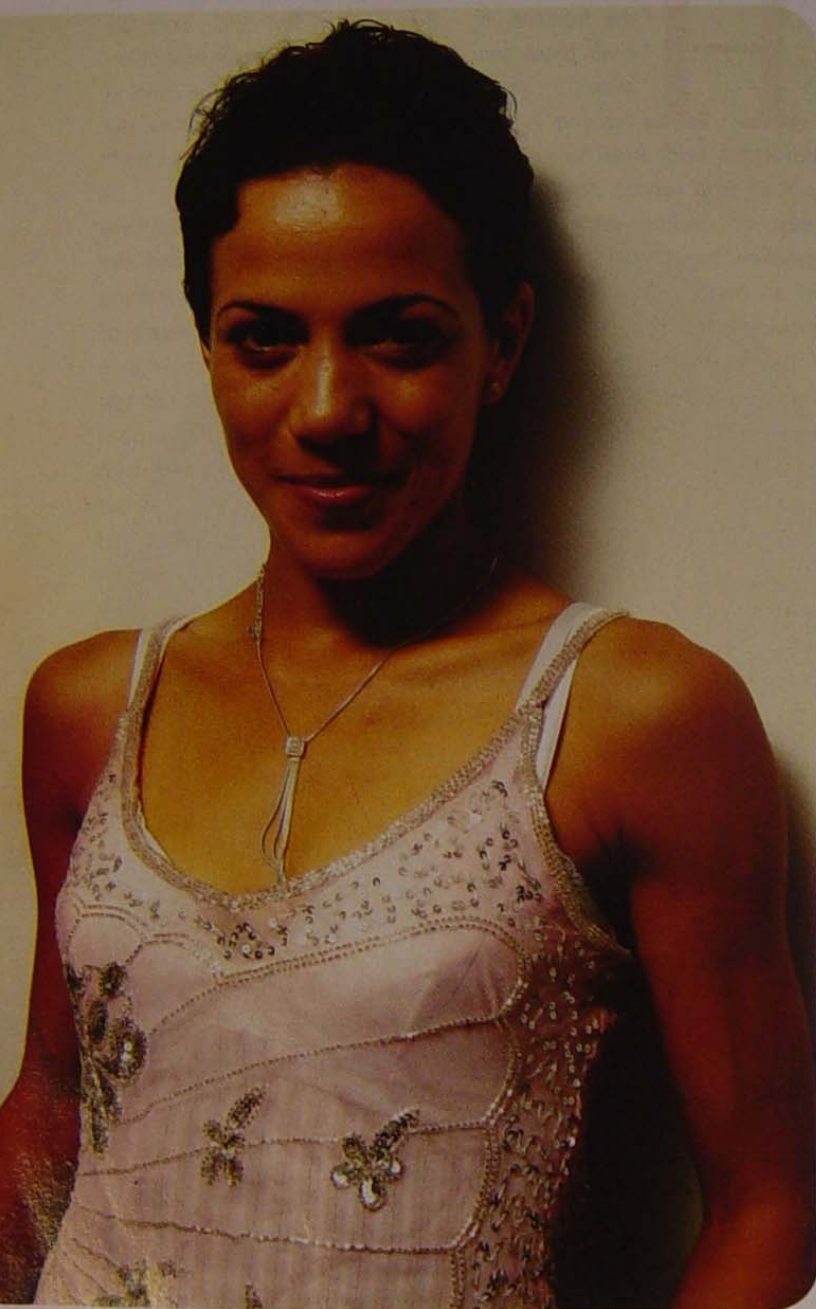


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Donna Ali: owner and director of Little Miss Makeover



Statistics

Age: 30

Advice: "I would advise young women not to get pregnant before they have lived. But if you do find yourself in that situation, stay independent for the sake of your children. The benefits system only provides enough money for a minimal existence. If you can, re-educate yourself."

Today, Donna Ali is her own boss, director of her company Little Miss Makeover, which began with a £150 research loan from a business adviser and is about to be franchised in the UK.

However, it hasn't been a smooth journey to success for Donna, who, at 15, found herself being challenged by her school teacher who asked, "Are you going to tell your mum?" Donna was pregnant but had managed to hide her bulge from everyone other than her boyfriend for eight months, such was her fear of her mother's reaction. Once the truth was out

placed adverts to determine the demand, and within a week two parties had been booked. Donna remembers the chain of events that initiated her success: "It was a party for nine girls and I'd bought a cheap make-up case. It was a huge hit and I earned £80. The second party earned me £120. I was quickly able to pay back my adviser and then took the next step by applying for a loan from The Prince's Trust."

In 2001, armed with a £3,000 loan from The Prince's Trust, Little Miss Makeover was born, and Donna has since held 900 parties. "I'm extremely driven and very ambitious for my girls. I want

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and Donna gave birth to a baby girl, Sinead, she found herself pushed out of her daughter's life for the first two years as her mother insisted she return to college. Another child followed two years later, and while this would have determined a life of state dependency for most teenage mothers, Donna refused to be another mere statistic.

By the age of 23, Donna had bought her own home in Cardiff through working as a youth worker and her mind was buzzing with business ideas, so she met with a business adviser who was so enthused at her idea for a salon to make little girls look like princesses that Donna received £150 to research her idea. She

them to grab life with both hands before they settle down and have families of their own." She says that if Little Miss Makeover hadn't taken off, she would still be trying today. "I would never work for anybody else, I've always been determined to be my own boss."

In its first three years, the business made in the region of £100,000, and once Donna's plans to franchise the company are implemented her aim to make £1 million in the next five years might become a reality. But Little Miss Makeover is just the beginning of Donna's life plan – she has "ideas coming out of my ears"!

For more info on Little Miss Makeover, call 02920 232 825