



Teen's lip service pays off

Taipa Area School student Sheridan Hill (pictured) is making her mark in the Young Enterprise programme, her business plan being selected for the Northland finals early next month. Sheridan (Year 13 and deputy head girl), has also made the finals of the Dragons' Den-style presentation of her business idea.

She has consistently impressed the judges with her maturity and the planning she has put into her lip

balm business (Spill), and her all natural mandarin-flavoured balm will soon be available at a range of outlets on the east coast, and through the school. Sheridan said the process of coming up with the winning recipe, which was a carefully guarded secret, had not been especially protracted. "I pretty much knew what I wanted to do," she said, "and I think mandarin is the winner." She was looking at the potential of

other flavours, but for the time being at least would continue manufacturing the product in the family kitchen at Oruaiti (with the wholehearted support of her family). She was also planning to retain control of the entire process, from manufacturing to packaging and marketing, although the latter was still in the planning stage. She would begin by testing the market at Doubtless Bay, but if her mandarin lip balm fulfilled its

promise she would soon be looking for outlets further afield. She's already tested the product on family and friends and has conducted surveys to establish which flavours work and which don't, while mum Leeann has been there all the way with advice "and helping, like mums do." Having done well in the YES oral presentation she gives herself a good chance of winning in Whangarei, and with every passing

day her one-time dream of becoming a journalist slips further into the background.

Now she's looking at something more business-oriented, perhaps marketing cosmetics. In the meantime she is raffling a gift basket donated by Delmaine Foods in Auckland, where her Nana works, to raise some start-up capital. Tickets (\$5) are selling at the school office, or email Sheridan at smhill@taipa.school.nz

