

Becky carves out a bright future

By **HELEN LOVELESS**

A COMPANY selling models of horses, a men's skincare firm and a business providing mini cranes to the building industry are three of the female-run enterprises in the final of this year's NatWest Everywoman awards.

The awards, backed by Financial Mail, celebrate female entrepreneurs, in particular those who have overcome personal and financial difficulties.

There are four categories, each representing an age group



with Financial Mail on Sunday

and named after a Greek goddess, with three companies short-listed in each. The winners will be named at a ceremony on December 3 at The Dorchester in central London.

Becky Benfield is on the short list for the Artemis award, for businesses run by women aged

25 and under. The keen horsewoman runs a website selling model horses. She set up the business when she was 16 with a loan from her parents. Eight years on, Becky, from Finchingfield, Essex, has five staff with occasional part-timers. 'Being a finalist is a huge compliment and has really helped in terms of networking with other female entrepreneurs,' she says.

Other finalists include Hilary Andrews who set up Markind, an online retailer of men's grooming products, in the Athena category for women between 36 and 49.



MODEL FIRM: Becky Benfield