



# Miss Macaroon

<https://missmacaroon.co.uk/>



## Challenge

Miss Macaroon aims to help their wider community through tackling the issue of youth unemployment. They've been creating employment and training opportunities since 2011. Unemployment rates have been particularly high due to the COVID-19 pandemic. Young people aged 18-25 are particularly vulnerable, with many having graduated from university in 2020 to an unstable job market. These pressures have caused an increase in reported mental health issues across the population.






## Revenue model

Miss Macaroon makes a profit catering for individual customer orders and wholesale to for-profit businesses. For example, they have catered for business events and provided produce such as branded and pantone matching macaroons.

## Impact

The loan enabled the growth of Miss Macaroon's retail business. As 100% of their profits are reinvested into their work as a social enterprise, any increased revenue from this is used in their efforts to provide skills and work experience for young people with multiple and complex needs.

## Key Statistics

-  **Duration:** 5 years
-  **Cost of capital:** 12%
-  **Turnover:** Not available
-  **Investment:** £50,000
-  **Product type:** Unsecured loan

