

MIKAEL



Position	Founder and Director
FTE	0.5
Length of Service	26 years
Age	57
Salary	Dividends
Education	Left school with few qualifications

***Mikael** set up the company in 1996 with over a decade's experience of being a tour guide on package holidays for various companies. He has lots of knowledge of the tourism industry and speaks four languages.*

Mikael uses his expertise and contacts to plan interesting, bespoke itineraries, and liaises directly with tour guides and providers in the countries that Nicely Niche offer holidays to - avoiding middle-men where possible.

Mikael remains enthusiastic about his business, and has a warm and charismatic personality - he is very likeable and builds relationships easily. His attentiveness to individual processes within the business, though, can be lax - he needs strong administrative and organisational support from the team.

TAMARA



Position	Operations Manager
FTE	0.6
Length of Service	New
Age	34
Salary	£28,000 (pro rata)
Education	BSc Business Management Hons. (First Class)

Tamara is Mikael's daughter. Working her way up to Manager of a 5* hotel in Paris she gained a reputation for being firm but fair, before being headhunted to a Regional Manager role for a prestigious hotel chain. She speaks fluent French.

Tamara has now moved back to the UK with her own young family and has joined Nicely Niche for the first time. She is currently involving herself in all tasks across the business, so she can understand the processes involved before starting to suggest and implement improvements.

Mikael wants Tamara to take over the business when he retires fully in 3-6 years. Tamara is well organised, personable and extremely professional. She currently works 3 days a week with flexible hours to fit around childcare commitments.

ESTHER



Position	Office Manager
FTE	1.0
Length of Service	23 years
Age	51
Salary	£32,000
Education	3 A-Levels

***Esther** is Mikael's cousin, joining Nicely Niche at an early stage to keep things organised as the business crew and client base expanded. Before joining she was a receptionist in an NHS medical centre.*

At Nicely Niche, Esther is responsible for administrative and business-support tasks. She books flights, transfers and hotels, ensuring itineraries are workable and joined-up. She also raises customer invoices, and pays suppliers.

Esther is extremely well-organised and meticulous. She has a straightforward approach and has clashed with demanding customers in the past. Her colleagues greatly respect her organisational skills and recognise how important she is to the business. Despite being full-time she would like to reduce her hours.

BEN



Position	Customer Relationships Manager
FTE	1.0
Length of Service	9 years
Age	27
Salary	£24,500
Education	Business Studies BTEC - Level 3 (Merit)

Ben is Esther's son. He joined Nicely Niche out of college as a summer job, to help upload customer records onto the new computer system, and 9 years later is now the Customer Relationship Manager, spending his time dealing with customer requests and complaints. He is responsible for making sure that all the necessary information from each customer is collected to make bookings. This information is then passed on to Esther.

Ben is extremely patient and has excellent customer service skills - Nicely Niche customers love his polite, cheerful manner, and he frequently receives personal thank-you cards after a successful trip. During busy periods he often puts in overtime which he sometimes thinks goes unappreciated by Mikael.

JENI

Position Office Assistant

FTE 0.8

Length of Service Four months

Age 18

Salary £4.81 ph

Education 8 GCSEs (including Maths & English)



***Jeni** is a Business Administration Apprentice based in the local college, which she attends every Friday to maintain her studies.*

Very enthusiastic and keen to learn about the travel industry, Jeni has excellent IT skills and supports Esther with administrative tasks around the office. She is also very good with people so can deal with customers when needed, but is still new to the business and has a lot to learn.

Jeni is happy to put in extra hours during busy periods and has a strong working relationship with her line manager, Ben. Jeni can speak Spanish quite well and is paid the national minimum wage for apprentices of her age.