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Anissa de Gomery



In 2016, Anissa and her Partner Michael founded FairyLoot, a premier fantasy book subscription service. Driven by Anissa’s passion for fantasy literature, they created a global community of book enthusiasts. Today, FairyLoot stands as a successful enterprise with a growing team and an expansive international reach. Warrener Stewart has been a pivotal partner since the early stages of their journey, offering invaluable advice and support.

Customer Profile

- Business start ups
- Entrepreneurs
- International businesses
- Owner managers
- SMEs

The Challenge

Initially operating out of their living room, Michael and Anissa leveraged social media and a network of book influencers to quickly attract new subscribers. Recognising the need for a robust business structure, Michael recounts, “We started as a sole trader, but rapid growth necessitated a transition to a more suitable company structure. That’s when we reached out to Warrener Stewart.”

For more information on how we could help you contact us on:

020 7731 6163

info@warrenerstewart.com

warrenerstewart.com

“Warrener Stewart’s personal service and commitment to our business needs stand out. They tailor their advice to our specific requirements and are always responsive. Their dedication and flexibility are greatly appreciated.”



The Solution

Warrener Stewart was selected for their local presence and comprehensive service. “We valued the ability to have face-to-face meetings when needed,” Michael explains. “Despite now handling much of our communication via email or phone, their proximity remains a comfort. Warrener Stewart has always provided a personal touch, treating us not as just another client, but as an important partner. Their support extended beyond tax and legal setup to strategic business advice, which was crucial during our early stages.”

Results

FairyLoot’s growth has been remarkable, with over 35 full-time employees now on the payroll. The streamlined, efficient setup recommended by Warrener Stewart has been instrumental in managing operations smoothly. “Warrener Stewart’s understanding of our business and their proactive, personalised approach have been key to our success. They are our trusted advisors for all financial and business matters,” says Michael.

- Business advice
- Accounts preparation
- Budgeting and forecasting
- Core services
- Start up planning
- Strategic business advice
- Tax planning and structuring
- VAT advice



Warrener Stewart

Chartered Accountants • Intelligent Advisors

Warrener Stewart is an expert team of highly experienced chartered accountants, chartered tax advisors and registered auditors.

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