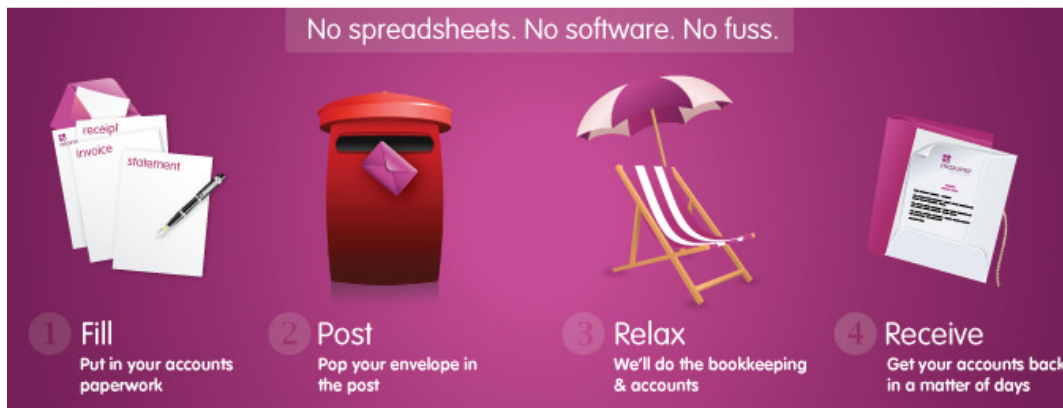




Mazuma is the future of small business accountancy...

One day, as a young woman saw her father stressed beyond belief about having to visit his accountant, she had an epiphany and Mazuma was born...



Mazuma was founded by Lucy Cohen and Sophie Hughes in 2006 to specialise in providing remote accountancy services to small businesses across the UK after they spotted a gap in the market for a low cost, hassle-free accountancy service.

Mazuma's innovative Purpleforce service allows customers to simply send off their accountancy paperwork to Mazuma each month and receive it back in 5 days, processed and with management accounts and advice from their accountant. All the packages are fixed fee and include the completion of all year end accounts and tax work.

In 2009 the company expanded and now services the whole of the UK from The Hub in Bridgend, employing around 20 staff. There are also 3 other regional offices across the UK.

Dealing with millions of transactions a year Mazuma has thousands of customers across the UK and USA, making it one of the fastest growing accountancy services in the UK.

In 2010 Mazuma won the coveted HSBC Start Up Stars Award, adding to their already impressive awards list.

In April 2011 Mazuma successfully launched in the USA and operates from offices in Salt Lake City.

Lucy Cohen and Sophie Hughes are childhood friends, having known each other since they were 11 years old!

The Mazuma Management Team:

Lucy Cohen: Founder and Commercial Director

Sophie Hughes: Founder and Operations Director

Paul Jones: Head of Customer Experience

Danielle Lewis: Practice Manager

Lowri Williams: General Manager

What we do...



Purpleforce

This is the package for the savvy business person:

1. Put your paperwork into your Purple Envelope®
2. Post it
3. Relax!
4. Receive your Accounts back in a matter of days

There are no extra bills or hidden costs and the payment is spread across the year so is cash flow friendly.

Prices start from £20 + VAT per month for a sole trader and £60 + VAT per month for a limited company.

Things we have won...



Ripples we have caused...

PRESS RELEASE

21st November 2011

Would you Dare to Bare?

Mazuma founders smash the stereotype *again* in stunning new photos.

Have you ever looked for images of “business women” or “women in business” on an internet search engine? Even better, have you looked up any images for “Accountant”? If you haven’t then don’t bother; all you’ll be shown are endless images of people in suits. Suits and ties. Shaking hands and/or holding a briefcase. Is this what being in business means? Is it necessary to conform to the tailoring and tie stereotype that has become the business uniform for men and women alike across the world?

Lucy Cohen and Sophie Hughes from Mazuma, one of the UK’s fastest growing accountancy services for small businesses, certainly don’t think so. Their latest corporate photos go more than a little beyond the standard ‘back to back, look at the camera’ headshots that we have come to expect from the business world. These photos are all about smashing the stereotypes, literally! The photos depict the two entrepreneurs in glamorous dresses and killer heels, smashing up some old computers with sledge hammers. Sounds cool, but it does beg the question...why?

“It was time to get our corporate photos updated and we wanted to do something that really reflected our personalities” says Sophie Hughes, Operations Director.

“We wanted there to be a message behind the photos that represents what we stand for. We’ve been in business for six years now, we’re still under 30 and we pride ourselves on thinking differently, so a stuffy, suited photo shoot just wasn’t the right thing for us. Over the years one of the most common observations we’ve heard about ourselves is that we don’t look like accountants, which we see as nothing but a good thing! We thought about it and realised that we shouldn’t try to be anything that we’re not; neither of us even own a suit anyway!”

So who came up with the concept?

“That would be me!” says Lucy Cohen, Commercial Director and self proclaimed Head of Daft Ideas.

“A lot of fuss is made about women in business and young people in business. It surprises me that on one hand we want to celebrate those two demographics whilst on the other, many of the people within those categories feel pressurised to dress like old men! If we want to celebrate the diverse range of people within business then it should be praised when people express their individuality, not frowned upon when people dare to break the mould.”

Lucy continues “We’ve never been afraid to push the boundaries. After all, the first business advisor we ever saw told us that accountancy couldn’t be rebranded; I think we’ve successfully smashed down that boundary! These photos represent our fresh ideas against the backdrop of an industry that became stuck in its ways.”

And the sledgehammers and old computers?!

“It’s a juxtaposition of us, the new, smashing the stereotypes of the old to make way for change.” says Lucy. “It’s more about Sophie and me as individuals rather than being about Mazuma as a brand, although our own beliefs obviously filter down into the way we drive the business forward.”

So the photos are all about not being scared to be yourself in an industry where conformity is the norm. It’s about female empowerment, embracing change and the power of the young to drive innovation in a cynical world.....but aren’t the ballsy pair even a little bit concerned about people perceiving them as unprofessional because of these photos?

“Nope!” says Sophie. “These photos don’t change a thing about Lucy and me, they are just the first time that we’ve been daring enough to have photos taken that really reflect who we are. If people don’t like them then they don’t have to look at them, it’s as simple as that! But we’d like to think that

people, especially other women and young people in business, will take our lead and not be scared to represent themselves as they really are rather than hiding behind a corporate uniform. The young entrepreneurs of today are the ones who'll be calling the shots tomorrow, so it's important that they find their true voice sooner rather than later."

"We like to bring an element of fun into an otherwise serious and stifling industry. Getting all glammed up and smashing up stuff with sledgehammers is about as fun as a corporate photo can get!"

