

Florence Fernemont - Carrément Bon



Florence Fernemont has always needed a dynamic and vibrant job, which would put creativity forward.

She could not have dreamt of something better than launching the enterprise Carrément Bon.

Florence Fernemont would not have been satisfied, after her studies of translation, if she had had to spend her days translating texts.

In fact, she wished she had studied economics. This is the reason why she supplemented her

first diploma with a BA in sciences, at the KUL. She then made a licence in management at ICHEC in order to “perfect her knowledge in entrepreneurship”, but we’ll get back to this point.

After having studied at KUL, Florence Fernemont started looking for a job that would bring her the creativity and diversity that would fulfil her prospects. She met her expectations in communication. For more than ten years, she started as commercial manager in an advertising company in order to become an associate in a company specialised in this field. Until the day when she began asking herself more and more questions.

Her way into entrepreneurship

“At some point, the transport constraints started to annoy me. As did the distance and the fact that I was far from my children. Then, a time comes when you wonder where you are going in life, if the direction you are heading to is the right one.” Those were relevant reasons for her to make her think about an opportunity she was offered: take over a company of gastronomic patisserie. For Florence, who wanted to associate her skills to her passion, it came at just the right moment. “The fact that it was already an existing enterprise was a positive point because the staff was there and had the right skills and savoir-faire for production.”

Florence Fernemont had always dreamt of being independent. “I think I had to go through this step first to acquire security and maturity though. My former job allowed me to gather all the tools essential to the setting up of my project.”

When she joined the enterprise, the most difficult thing must have been to become a part of this masculine production team ‘who was wondering what I was doing there considering I wasn’t from the sector...’ Afterwards, the managing of people is a challenge on a daily basis. “You have to manage the complexity of individuals in such a rational way and make sure not involving any feelings.” And thus, as manager, she remains particularly careful to follow her personal training. Learning to be assertive, assuming her position of leader...many crucial points that you do not learn at school.

What is next?

Florence Fernemont brought to the enterprise dynamism, change, the aspiration to growth, “and above all the belief that with the energies of everyone, we can launch projects.” Even if the managing of the growth remains, according to her, an extra difficulty for an enterprise, her ambition is to go on expanding Carrément Bon. Notably with many new projects, future developments and a possibility to exportation.

“Managing an enterprise requires knowing where you want to go, having ambitious objectives and aims, but having the patience to reach them.”

ID of the company:

Activity: gastronomic Pâtisserie – macaroons & chocolates

Creation: taken over in 2004

Location: Namur

20 employees

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www.carrementbon.be