

Ger O'Connor

Fuchsia Bell Chartered Accountants

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Chartered accountant Ger O'Connor set up her practice in her native Castlemaine, Co Kerry, in 2022 after leaving her role as a financial controller for a medium-sized corporation.

Ger had wanted to strike out on her own for about 10 years but found the prospect daunting. However, when her mother passed away suddenly in April 2022, she found that her fears about going into business on her own evaporated.

Fuchsia Bell Chartered Accountants is an online chartered accountancy practice offering tax services, accounts preparation and bookkeeping.

To get started, Ger investigated network groups around her area. She joined one and made contact with a member of another group that was full, and they have been referring clients to each other ever since.

She then built a website and has been promoting the business through making videos explaining different aspects of accounting.

The business grew by 50 percent between 2022 and 2023. It is continuing to grow, and Ger has been able to hire a junior accountant to assist her.

She says her biggest milestone to date is being in a position to earn a salary from the business and also pay for another employee.

Ger says the ACORNS programme made her look deeper into her business offering and to realise that offering tax advice was one of her strengths. She says peer support from her fellow participants helped to dispel the most daunting part of starting a business – the loneliness of going from working with a group of people to being in a room on your own.

Ger plans to hire another qualified accountant within the next 18 months to share the workload at the senior level and to bring in another junior accountant within two years. She is aiming for a 25 percent increase in businesses as clients in the next two years.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
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