

# From passion to professional entrepreneurship: **Tine's story**

Client: Gochoc  
Sector: Retail

*As the business owner, Tine juggles a wide variety of tasks: from in-store sales and window display creation to staff management and social media. The workload shifts significantly with the seasons, and during the holidays the pace picks up considerably. In 2024, the store underwent major renovations, with ADE providing advice and support along the way.*

*Her team is equally essential: permanent employees and students she can rely on ensure that she can confidently embrace her role as an entrepreneur.*

*"I may be an emotional entrepreneur, but in recent years I've really started focusing on the numbers. And now I see how important that is" – Tine*

## **The challenge**

Tine had previously run a newsstand, but in January 2012 her entrepreneurial spirit led her to a new dream: opening a chocolate shop in the heart of Kontich. She deliberately chose to take over a Leonidas branch, as chocolate is a staple in Belgium and the brand name instantly felt familiar and trusted.

Although the business grew, it wasn't always smooth sailing. Tine started as a sole proprietor and worked with a different accountant but felt insufficiently supported. Combined with a few difficult personal years and raising a young family, it became challenging to keep both her professional and private life in balance.

In 2021, she decided to switch to ADE Consultants. What she urgently needed was clarity, strategic advice, and someone who truly understood her – both as a person and as an entrepreneur.

*"Ellen gave me a boost after struggling through a few tough years." – Tine*

## **Why ADE Consultants?**

The connection with Ellen from ADE Consultants was immediately apparent. Not only did she assist with the transition to a limited company—bringing more structure and credibility—she also created calm and clarity during a turbulent period.

For the first time, Tine felt truly taken seriously as an entrepreneur. The empathetic approach of ADE, combined with their financial expertise, gave her the confidence to grow.

*"Thanks to Ellen, I feel like a real entrepreneur." – Tine*



She especially values:

- The personal guidance during the transition to a limited company
- The support during renovations and strategic decisions
- Transparent communication and tailored advice
- The user-friendly digital accounting platform Yuki
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“The Yuki system makes things easy: I track my dashboard, see outstanding invoices, and spend less time emailing back and forth. Now I can actively help maintain a solid bookkeeping process myself.” – Tine

## The impact on Tine and her business

Since working with ADE Consultants, Tine feels she has grown as an entrepreneur:

- She has insight into her financials
- She proactively makes suggestions and thinks strategically
- She can count on clear answers and a team that truly collaborates

“ADE Consultants made it possible for me to stand in my power as an entrepreneur.” – Tine

“You should never hand over your entire bookkeeping to someone else. I like to collaborate, but I also want to think along myself. With Ellen, I explore that path together.” – Tine

## Lessons for other entrepreneurs

Tine's journey shows that entrepreneurship is about far more than just numbers. For her, the combination of human guidance and professional support made all the difference.

“A big part of my business is talking: at networking events, in the village square. But behind those conversations are numbers—and for that, you need a strong partner.” – Tine

## Conclusion

With ADE Consultants' support, Tine grew from a self-employed worker into a confident entrepreneur.

“When I say something, it's heard and acted upon. I feel taken seriously – as an entrepreneur and as a person. It's not just about financial advice; there's also empathy. The person behind the business is seen.” – Tine

