

# CASE STUDY



**Gloria Murray, FAIA**  
Director, Murray Associates  
Accountants Ltd

Gloria Murray started her own accountancy practice in 2006 in order to help small and micro businesses to understand their finances and help them grow their business. After years working in a variety of business fields, Gloria decided to study to become an accountant. She realised there was a gap in the market for accountants with real life business knowledge and wanted to develop her financial skills in order to use this within small business. The mission statement of Murray Associates is "To create profitable small businesses that sustain local communities, provide progressive work opportunities and care for the planet."

She has continued this work and recently won the Most Innovative Small Accountancy Practice in the UK. She has been recently appointed as a non Executive Director of Engage Renfrewshire, a charitable body which is

set up to be a single access point for community action, volunteering and social enterprise in Renfrewshire. She is also a non Executive Director with Kinning Park Community Centre. She sits as a virtual Financial Director for many of her clients.

In the wider business world Gloria appears regularly as a guest speaker at business events from Women into Business to Mumpreneurs to the start ups with Entrepreneurial Spark in the West of Scotland. She is also an author of the series of books 'How To Run A Successful Business' and writes an expert column in the Business Women Scotland magazine as well as being a contributor to the Institute of Directors Scotland quarterly magazine.

**"The AIA professional qualification has given me an appreciation of the practical aspects of accounting, which focuses on small businesses with whom I work."**

"I wanted to work with SMEs and the AIA professional qualification is eminently suited to this. The qualification has allowed me to deliver and develop the business growth side of my business. This has involved me helping other business owners gain the skills, knowledge and expertise to be successful entrepreneurs by understanding their numbers better.

"AIA membership keeps me up-to-date on the wider issues affecting myself as an accountant and a small business owner. It's good to know I can rely on and call colleagues worldwide when necessary."