



# Case Study: Client 1 - Hospitality Sector



## Hospitality Sector Client

Industry: Hospitality  
Location: London  
Size:The business now has 9 full time employees (30 hours per week) and 8 part-time employees (15 hours per week).

**Company Bio**  
A vegetarian restaurant located in London.

*"The Start & Grow support that we received was appropriate for the business and easily accessible."*

### Overview

This vegetarian restaurant in London approached the programme to gain support and assistance in formulating a business plan and understanding finance planning and signposting. They believe they have largely fulfilled their primary objectives; they have successfully completed a business plan and gained insight and understanding of managing and accessing finance enabling them to increase sales, employment and profits. They run events in the restaurant and provide space for private engagements. They are on track in terms of their forecasts; the business is running well, and they have excellent feedback from the community. Seven full-time equivalent posts have been created as a result of the support from Start and Grow. The business considered that the programme is highly effective, and the support was easily accessible and appropriate to their business. ”

How has your project helped the client?	<b>Full Time Employee</b> <b>9 FTEs</b>	<b>Part Time Employee</b> <b>8 PTEs</b>
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### The Challenge

The main business objective for the business’s involvement with Start and Grow was managing/access to finance and the main performance objective for their involvement with Start and Grow was to increase sales. The organisation has met their business objective of an improved management/access to finance. The cleint contends that the business outcomes would have been achieved without Start and Grow, however, not as quickly.

### The Approach

The business has received support in areas such as business planning, legal matters, finance proposals and finance signposting, describing them all as useful. The business has had post start support such as advice from an assigned mentor / adviser.

### The Solution

The client received support from one of our sector specific advisers that was able to signpost the client to funding solutions, support with a business plan & signpost to appropriate workshops and online support resources.

*"Having a background in the hospitality sector and also having owned my own companies means that I can totally empathise with and support clients. In this case in their growth phase"*

- Guiseppe.  
Business Supprt Adviser, London

### The Results

The client wanted to grow their business both in the events space capacity and also their private engagements. They wanted to grow the company and employ additional team members which they have succeeded in doing.

