

Case Study: Client 10 - Hospitality Sector



Client Name

Industry: Hospitality
 Location: North East England
 Size: Micro

Company Bio

A hospitality sector client based in the North East of England.

"The support we received through Start & Grow was indispensable in us achieving our business goals."

Overview

The company, working in the hospitality sector, is based in the North East of England. The company began trading 2015, a few months prior to accessing Start & Grow services and discovered the Programme through online searches. The company had not accessed other support before joining the Programme, however, has since accessed other entrepreneurial support programmes since joining.

<p>The Start & Grow project helped the client in the following ways:-</p>	<p>FTE increase</p> <p>+1</p>	<p>Turnover Increase</p> <p>45%</p>
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The Challenge

The client needed support in how to market and sell their brand in a competitive market. They required a flexible approach as the business was open seven days a week, with it being in the hospitality sector and required readily accessible business support solutions. By providing the client with an itinerary of masterclasses they were able to access a wide range of subjects.

The Approach

The company accessed advice regarding the appropriate routes to market, business planning and were offered general advice throughout the Start & Grow Programme from their Business Adviser. They were very pleased with how accessible, effective and relevant this support was. The client noted that their advisor was able to understand their sector and position of the company within the market well, and was able to give appropriate and easily understandable advice. The company also accessed some masterclass training (business strategy, marketing and logistics) which they also found really useful. The company were also grateful for the business networking opportunities and informal contact with other businesses, through the masterclasses they attended. Through these connections, the company has received private investment from the director of another local company. Overall, the business found the masterclasses to be really effective.

The Solution

- The client received the following support:-
- Masterclasses
 - Networking Events
 - 1:1 Coaching & Mentoring
 - Signposting to partners & associates
 - Funding information, advice & guidance

"The client was keen to attend master classes to grow their business management knowledge. I provided them with a list of our masterclasses and also those of appropriate partners & associates in the locality."

- John D.
 Business Adviser

The Results

The company has consistently employed 1 FTE (2 part-time employees) throughout the Start and Grow programme. The company has reported fluctuating turnovers between £20,000 and £40,000 with an annual turnover of £34,000 in 19/20 (Year 4). For 20/21, the respondent stated that they are expecting to grow their turnover marginally despite initial concerns regarding Covid-19.

