

Case Study: Client 6 - Food & Drink Manufacturing



Food & Drink Manufacturing Client

Industry: Food & Drink Manufacturing
 Location: South West
 Size: SME

Company Bio

A Food & Drink Manufacturing company based in the South West of England.

"Our involvement with the Start & Grow programme was exactly what we were looking for."

Overview

The client, a food and drink manufacturing sector company, is based in the South West of England. The company began trading in 2016, a few months prior to accessing Start and Grow services and discovered the programme via their business support company. The company had accessed business support in the form of private investment, prior to joining Start and Grow, but did not require any other assistance since. The company was originally set up as a part-time hobby for the two directors, however they have now become 2 FTE of the company.

The Start & Grow Programme helped the client in the following ways:-

Overall Turnover Increase
350%

Employee Increase
+2

The Challenge

The company was originally set up as a 'hobby' by the two directors but they could be see that if the organisation was correctly built that it could become a viable business model and was worthy of investment. The directors required business support to analyse their proposed business model to ensure that it was commercially sound and viable.

The Approach

The company accessed advice regarding business planning, export markets and financial advice throughout the Programme from their business adviser. They were very satisfied by how accessible, effective and relevant this support was. The client noted that whilst their advisor was not sector-specific to them, they were able to give appropriate advice that was applicable to their situation. The company also attended some masterclass training (export markets, leadership and Human Resources) which the respondent also found useful. The client noted that the quality of instructors was particularly high.

The Solution

The client received the following support:-

- Business Support including Business Planning
- Exporting and International Strategy
- Financial Advice
- Master Classes including - Export, Leadership and HR

"I was able to support this start-up by signposting them to the relevant partners & agencies workign in the start-up space. They needed financial & legal support and i was able to put them in touch with specialist agencies in the region."

-Alyson
 Business Support Adviser

The Results

The key results the client benefitted from were an overall increase in turnover by 350% and a FTE emploment increase of 2.

Overall Turnover Increase

FTE Employment