



Create Growth Case Study

Phil's Cuisine

Local catering and events business looking for growth opportunities within the Creative Sector

The Create Growth Programme offers support for Hertfordshire-based businesses, providing world-class teaching and growth opportunities

Objectives

- Improve marketing plans
- Break into the Film & TV industry
- Be more strategic with growth plans

Challenges

- Understand how develop a marketing plan for scalable growth
- Finding time to plan for growth
- Who is the perfect customer?

Results

- ✓ Learned how to target advertising
- ✓ Learn key growth business principles
- ✓ Worked alongside other entrepreneurs to network
- ✓ Secured new 10% of annual revenue directly from the programme