



Create Growth Case Study

Sarah Maylin Flowers

Innovation and Growth
Breaking into the Creative sector

Based in Hertfordshire, Sarah Maylin Flowers and Events graduated as a Supply Chain business with high growth potential

Objectives

- Understand customer engagement
- Manage growth (when there's only you)
- Future planning

Challenges

- Building a corporate client list
- Creating a sustainable growth plan
- Understanding how to speak to clients in the creative sector

Results

- ✓ Improved processes and made a plan for sustainable growth
- ✓ Refined thinking processes to be more strategic
- ✓ Learned a new way of engaging with customers
- ✓ Increased Hertfordshire customer base