



Create Growth Case Study

Phil's Cuisine

Breaking into Hertfordshire's Film & TV Sector
Growth | Innovation

Local catering and events business, Phil's Cuisine graduated the
Create Growth Programme June 2024

Objectives

- Market to Hertfordshire businesses
- Break into the Film & TV industry connections
- Be more strategic and target the right demographic

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