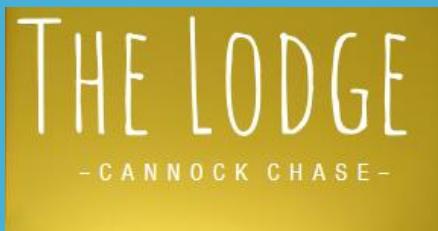




# CASE STUDY



## 5 Start Rating for Growing Business in Cannock



Both Lee and Marie enjoyed high profile corporate careers, and a change in direction for both resulted in them deciding to maximise their best asset – a spacious family home which has been revamped into a luxurious and well-appointed bed and breakfast.

They accessed the **Enterprise for Success** programme to see what business advice was available to help them grow their business. In particular, they were looking at ways they could attract more custom to ensure a wider mix of both social and commercial business.

The business minded pair were allocated a dedicated business advisor who reviewed their business and marketing strategy and started to make suggestions on how they could implement new strategies for attracting new business.

The pair also attended one of the programmes flagship Masterclass sessions, “Monkey Marketing” which provided insights and practical support to help them implement a new way of thinking when they got back to their business.

In recent weeks, the Lodge has been awarded a five-star food hygiene rating, something they are very proud of as a new business.



# CASE STUDY

## Business Owners Lee and Maria Garnett say:

"We have spent some time in the company of Jane our dedicated Business Advisor, who has given us solid advice on how to appeal to sporting users, particularly cyclists, as this is a growing group using the Chase, with people coming from all over the country."

"We have now set targets for occupancy rates, and are enjoying a good mix of commercial and social guests."



## The Business owners go on to say:

"Our Business Advisor has been invaluable to us in providing an outsider view of what we have achieved and what we can go on to successfully do well into the future."

**To find out more about how you can start your business in the most successful way, contact us on 01905 676 773**

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