



Northwich Based Clothing Provider Targeting Future Growth and New Premises

Bucaneer Group had very clear objectives they wanted support with when they first met the Growth Hub which included owning their own premises, doubling their sales and entering new market places.

The Growth Hub organised for a Specialist Marketing Strategist to spend time with the business to identify and implement a revised Marketing Plan to assist the business with generating new sales and entering new market places.

As well as providing advice on raising finance in order to purchase new premises, the Growth Hub also introduced the business to Cheshire West and Chester Council to assist with this major purchase as well as introducing them to Apprenticeship programmes provided by Chester University.

The company has now identified the property they were looking for, are imminently taking on two apprentices and are forecasting 50% increase in their turnover



CASE STUDY



Business Owner, Bryan Johnson says:

“I do almost everything myself at the moment so it was so important to get someone in to look at who did what and where we were short, so that, if necessary, the company could be self-sufficient without me,” Bryan added. “We had to break everything down and see where we could grow and what we had to do to get there.”

“Our Growth Hub Consultant has run her own businesses in the past so she understands the needs and the challenges a small business faces. She understands the stresses and strains and what it takes to make a business work.”



“With the help of the Growth Hub we were able to quantify and measure exactly what everyone does and that helped us identify what we needed,”

Bryan added:

“We couldn’t really afford to bring in experienced people so apprentices were the ideal solution. I’m confident that we now have a clear direction of growth. The Growth Hub have been a fantastic help and I’m excited about what we can achieve with their help in the future.”

