

With the pressures & demands of day-to-day operational challenges, do you find yourselves:

- 'locked in' to a short-term focus - limited medium/long-range planning
- having insufficient resource to understand drivers of cost in the business
- no clear sight of business S.W.O.T's
- with out of date web-sites or under-utilized social media accounts

With over 25 years of commercial experience in the UK drinks industry, we can help you address these and similar challenges...starting with a simple conversation.

Informed Independent Intelligence For Microbrewers

Small businesses that receive mentoring are 20% more likely to experience growth than those that don't*

The Ashdale Approach to Business Mentoring is to:

- ✓ review and provide independent advice to your business on a variety of different areas including pricing, ranging & selling stories
- ✓ provide frameworks, models and structures to improve your business planning & performance
- ✓ help improve your in-house processes and external marketing & communications



Helping your business to flourish could start with 60 minutes of free advice...

For mentoring and development programmes, the right level of investment in time and money will vary from business to business. That's why Ashdale offers a range of different options. For a business such as yours we would recommend:

Mentoring Options

Initial Free Consultation

- 1 hour meeting duration
- General & confidential discussion
- Initial business overview

Next Steps

Agree a suitable option, frequency and timing of the next sessions

Mentoring Option

- 2 or 3 hour 1 to 1 mentoring
- Every 2 to 3 weeks
- Includes Beer Profit Models

Flexible Support

- Project by Project
 - dedicated & focused support
- Retainer
 - adding value 1 or 2 days per month
- Ad-hoc
 - as and when you need a boost

Mentoring Options

£150*
plus VAT

Flexible Support

Available on request

*starting price per session based on a minimum of 3 pre-booked sessions

For more information contact:

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INFORMED - INDEPENDENT - INTELLIGENCE



*Source: the Small Firms Enterprise Development Initiative