

## Is your hard work generating the financial rewards you deserve? Let me help you...

- Gain more insight into your customers
- Create more impactful marketing
- Understand the drivers of cost in your business
- Set more profitable selling prices

Businesses that receive support are 20% more likely to experience growth than those that don't\*.

## Benefit from my industry insight and knowledge to make your business more profitable...

### Options

- ✓ **Support**
  - 2 hours 1 to 1 every 3 or 4 weeks
- ✓ **Project by Project**
  - specific deliverables
- ✓ **Retainer**
  - adding value 1 or 2 days per month
- ✓ **Ad-hoc**
  - as and when you need a boost



### Helping Microbrewers...

#### Sell More

- Strategy

- Improving marketing to **increase customer & community engagement**
- Writing compelling selling stories to **secure listings** with key retailers
- Understanding **customer & category trends** to anticipate future **growth areas**

#### Charge More

- Insight

- Using industry knowledge & insight to help **develop more premium brands**
- Identifying **higher value** and more **profitable** routes to market & **customers**
- Looking at **products or services** which are currently being **given away for free**

#### Lower Costs

- Analysis

- Analysing microbrewers value chain to **identify areas for improvement & savings**
- Benchmarking **raw materials** and **utility costs** and **re-negotiate** as required
- Providing models to **improve business planning** to make **better use of resources**

#### Thought Leadership

- Other

- Running sessions to review **strengths, weaknesses, opportunities & threats**
- Providing **independent advice** with regard to specific **business decisions**
- Offering **training and coaching** across different **business disciplines**

\*Source: the Small Firms Enterprise Development Initiative

## Helping Microbrewers Sell More - Charge More Lower Costs

#### Support Option

**£150\***  
plus VAT

#### Other Options

**Available on  
request**

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

For more information contact:

**Ashdale Business Consulting Ltd**

- **Tel:** +44 (0) 7967 197533
- **Email:** [chris@ashdale-consulting.com](mailto:chris@ashdale-consulting.com)
- **Web:** [www.ashdale-consulting.com](http://www.ashdale-consulting.com)



ANALYSIS - INSIGHT - STRATEGY