

No matter how strong your idea is, starting your own business can be daunting...

Once the excitement of setting-up is over you can often feel very alone and isolated all too soon. Having good impartial advice and support at this time can really help.

Business support can provide this. It can also give you an introduction to contacts or sources of funding which would otherwise be hard to access.

Helping Start-Ups Sell More - Charge More Lower Costs

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

Options

- ✓ **Bronze Support**
 - 90 minutes 1 to 1 every 3 or 4 weeks
- ✓ **Silver Support**
 - 2 hours 1 to 1 every 3 or 4 weeks
- ✓ **Project by Project**
 - specific deliverables
- ✓ **Ad-hoc**
 - as and when you need a boost



Helping Start-Ups...

Sell More

- Strategy

- Looking at different routes to market to identify **areas** for **growth**
- Developing **marketing** communications to ensure **customer engagement**
- Building compelling selling stories to encourage customers to buy

Charge More

- Insight

- Understanding **customer & category trends** to anticipate **future needs**
- Identifying **higher margin** and **more profitable** products and services
- Looking at **market & category dynamics** to help **set prices**

Lower Costs

- Analysis

- Analysing the company's 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 **resource**

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**

Bronze Support

£75*
plus VAT

Silver Support

£100*
plus VAT

*cost 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
- **Web:** www.ashdale-consulting.com

