

CASE STUDY - COCHRANES OF OXFORD

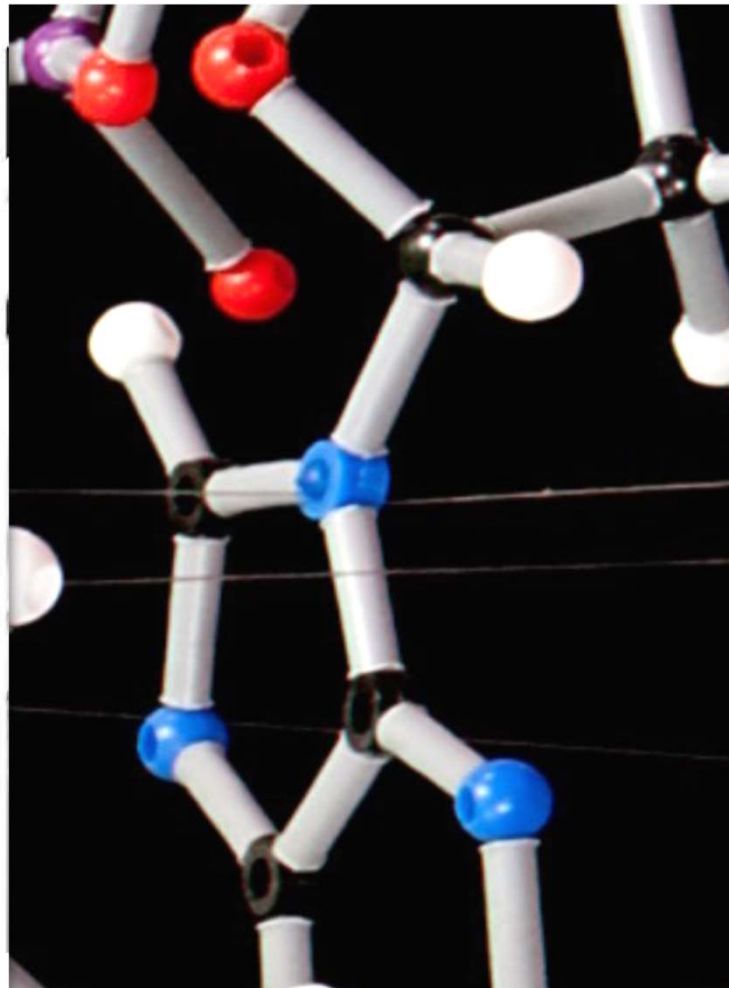
Cochranes of Oxford

- EDUCATIONAL TOYS
- DESIGN AND DEVELOP,
- MANUFACTURE AND DISTRIBUTE

Operating throughout U.K.

- **6 months, coaching new MD of a family run business to develop & execute a new growth strategy**

"As a relatively inexperienced MD it was invaluable to have Deb and Hilda's insights into our growth strategy and also to get to the bottom of some of the staff issues that was holding the company back. Thank you!"



OUTCOMES

1. Analysed historical sales to identify core sectors and profitable products.
2. Independent feedback from sample of customers
3. Sales & Marketing Audit.
4. Confidential staff surveys
5. Developed and delivered Team building workshop
6. Draft Business Plan and action plan, with detailed recommendations to achieve growth targets.