

# CASE STUDY - Heal Her Retreats

## A helping hand of support to better structure and grow



### KEY POINTS

#### Support Received

- Ongoing adviser support
- Accessed webinar programme

#### Outcome

- Improved business structure
- Widened business network via access to more contacts
- Development of a B2B corporate offering

Heal Her Retreats is a mother and daughter team, Nicole and Pamela, based in Nottingham. They deliver empowering and life-changing retreats for women. During these short breaks Heal Her Retreats help women to rediscover calm, reconnect with their inner self and heal using a powerful combination of yoga, meditation, stress management tools, optimal nutrition and other healing therapies to feel calmer, happier and more in control.

The business approached the Growth Hub for help and support in building a strategy and a stronger business foundation in order to grow. Nicole and Pamela were aware of some support available in the area but with the help of a Growth Hub business adviser, were able to better navigate the business landscape.

The Growth Hub supported Heal Her Retreats by taking the time to listen to their issues and then follow up with a detailed diagnostic which provided them with a clearer business strategy. This enabled them to better structure the business offering, to generate new ideas and to capitalise on business related contacts. The business was also supported in moving from a B2C to a B2B market. The business adviser was able to help them in developing a corporate offer which has already attracted interest from a large global company. In addition to adviser support, they have also taken advantage of the Growth Hub's webinar programme by attending a session on email marketing. This mix of ongoing support has provided Heal Her Retreats with a helping hand and also aided them to adapt the business during the Covid-19 pandemic, in order to carry on trading safely.

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*The Growth Hub has given us the language and the confidence for us to speak to many different types of businesses. They have introduced us to many business-related contacts, which has opened up a lot of doors. Our business adviser has given us a way to structure our offerings which was something we were really struggling with. It's comforting knowing that we've got this on-going support, can get feedback and help to think outside of our box*

Nicole & Pamela, Heal Her Retreats

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