

# CASE STUDY - Knot Always Monday

## Upskilling for e-commerce growth

**KNOT ALWAYS  
MONDAY**



### KEY POINTS

#### Support Received

- Action Planning Workshops
- Webinars

#### Outcome

- Digital marketing skills gained to help grow the business
- Launched an e-commerce platform

Knot Always Monday is a creative business selling a wide range of knitted items including clothes, blankets, toys and also a selection of handmade kitchen utensils. The business was founded by Maria Newington, who having spent over 30 years working in an office job feeling unfulfilled and dreading Mondays, decided to start the business to pursue her creative passions. Maria's love for knit and crochet came from a young age from her mum and crochet was self-taught. During the first lockdown in 2020 Maria bought herself a wood lathe and learnt how to turn wood into bowls, candlestick holders and various other small items. Maria is delighted to have followed her dreams of turning her passion into a business and now no day feels like Monday.

The D2N2 Growth Hub supported Maria by helping her to upskill in order to have the skills and confidence to launch an e-commerce platform. This was achieved by attending a variety of workshops and webinars which covered the following topics: social media marketing, personal development and websites/e-commerce. Through Growth Hub signposting Maria was also able to attend a two day course on 'Being your own boss', this covered business fundamentals such as creating the business plan, taxation and company registration.

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*The Growth Hub has been a valuable source of information which has helped and inspired me to take the plunge and set up my own company selling products which I have created with care and love. Without their encouragement and Webinars, I doubt I would have plucked up the courage to create my own online shop.*

**Maria Newington, Knot Always Monday Founder**

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