

CASE STUDY

The Split Screen Coffee Company



The Split Screen Coffee Company is a family-run mobile coffee business based in Nottinghamshire. Jen Walker, the Managing Director, sells delicious locally roasted coffee and other treats from the beautiful company van 'May'. May can be found at various events, and Split Screen Coffee also cater for corporate clients and private parties.

When Jen first engaged with the Growth Hub she talked about a lack of strategic focus holding her business back. During meetings with her Growth Hub Business Adviser, Jen came up with a plan on how to prioritise higher value opportunities and gained focus on what her work-life balance should look like.

Another challenge was a lack of good quality management information in the business which was affecting cash flow. Jen attended Serena Humphrey's finance workshop through the D2N2 Growth Hub and found this hugely beneficial. Jen has now been able to generate a cash buffer, maintain regular cash flow forecasts and this has given her a much greater control of her finances.

“The D2N2 Growth Hub is easy to get in touch with, friendly to deal with, and had experience that helped me see through some challenges in my business. Meetings with my Adviser allowed me time to talk through some wild ambitions and formulate a clear way forward that was exciting yet manageable. The free courses available had a direct impact on my business' online presence and financial health. I recommend the D2N2 Growth Hub completely.’ **JEN WALKER, Managing Director, The Split Screen Coffee Company**

KEY POINTS

Support

- Several 1-1 Meetings with a Growth Hub Business Adviser discussing strategy, sales, and marketing.
- Attended Growth Hub workshops on marketing and finance.

Outcome

Better clarity of thought with Company strategy, picked up good tips for digital marketing and much improved financial management of the business.

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