



# TTK Confectionery

Creating the gift of growth



<b>Sector</b>	<i>Confectionery gifting</i>
<b>District</b>	<i>Nottingham City</i>
<b>Number of Employees</b>	<i>25</i>
<b>Support received</b>	<i>Peer forums, workshops, graduate talent grant</i>

## The Client

TTK Confectionery is a family business, based in Nottingham, which specialises in new product development and the design of packaging, confectionery and gifts for high street retailers.

It creates beautifully designed edible gifts based around trending flavours, prints and packaging.

TTK creates products for major retailers worldwide by sourcing the best confectionery and gourmet foods and developing stunning packaging using the latest colour and design inspirations.

It places a significant emphasis on sustainable, reusable packaging and also offers bespoke or private label options.



## The barriers to high growth

TTK Confectionery has experienced rapid growth since it was founded in March 2017. Its turnover was £2.5m in 2019/20, and at three years old, the company was growing so fast that it needed help to manage that growth sustainably.

As a start-up with a small team, it was hard to think strategically and plan for the future while growing so fast. It was also looking to broaden its client base and work with bigger retailers, such as supermarkets.

## The UpScaler solution

TTK's three directors attended peer forums and workshops organised by UpScaler, which covered subjects including structured growth, strategic leadership, marketing, planning and performance management.

Katie Gilbert, Head of Product Development, benefitted from being signposted to the Women in Leadership programme at the Nottingham Business School. It also received graduate talent funding from Nottingham Trent University, enabling it to recruit two NTU graduates, including for the key role of Head of New Product Development.

## The impact

The financial support from the UpScaler project enabled TTK to grow its team and gave it the resources to work with larger customers. It started out working with small, independent retailers but now works with major supermarkets.

Since engaging with UpScaler, TTK has continued growing turnover and building its team. It has employed six NTU graduates in total along with several interns and its engagement with NTU enables it to seek out the talent it needs to continue to grow.

*"I was always made to feel welcome, confident and comfortable whenever I dealt with UpScaler. Mixing and networking are encouraged, but it's not a stuffy networking group, it's definitely more for free-flowing ideas and sharing suggestions. It's very much run for the benefit of the participants, not to big up the organisation."*

- Jess Barnett

