

CASE STUDY - Zaremba Marsden Ltd

From start-up to new horizons with D2N2 support



KEY POINTS

Support Received

- D2 Business Start-up Programme
- Adviser support
- Webinar and workshop support

Outcome

- Upskilling the business
- Established a successful business

Zaremba Marsden Ltd is a serene retreat set in the Derbyshire Dales on the edge of the beautiful Peak District National Park. Business owners Marta and Stuart offer a luxurious bed and breakfast with a nutritious twist set in a peaceful and calm environment where guests can relax away from the fast pace and distractions of everyday life. In addition to this, the duo also offer nutrition and wellbeing packages which cover four main areas: sleep, hydration, nutrition and physical activity. They provide guidance over a videoconference or face to face and concentrate on incremental changes that are realistic enough to be easily incorporated into a daily routine or diet.

The business have been on the full D2N2 support journey as they were initially supported by the D2 Business Start up Programme which served as a springboard for the launch of the business, which took a turn from Programme and Operations Management Consultancy to a more sustainable and pertinent sector of nutrition and wellbeing. As the business developed they were introduced to a D2N2 Growth Hub business adviser who was able to enroll them onto the D2N2 Growth Hub Programme and provide more tailored support recommendations. This included taking advantage of the extensive webinar programme. As such the business attended webinars on cloud computing, marketing, social media, e-commerce and website design. Zaremba Marsden were looking for a one stop shop for SME support and have been able to find just that from the D2N2 Growth Hub.

“ We have been blown away by the expertise, the structure and the overall content of the D2N2 offering. It provided us with a solid foundation for establishing and securing a successful and profitable business going forward. It truly feels that D2N2 group are there just for you and want to ensure you succeed in every step along the way. The professionals running the workshops clearly articulate processes from initialising a business idea, writing a business plan to marketing, advertising, recruiting, financing, networking and so much more. Having now been involved with this programme for over three months, we can honestly say that we have found a go-to group. In our opinion, this is the one stop shop that can give you everything and more than you will ever need to start and run a small or medium-sized enterprise.

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