



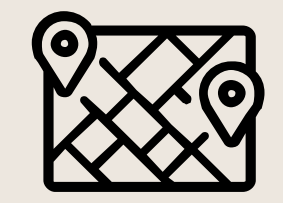
Drifting to Decisive

CASE STUDY

Practice J approached us during in the pandemic requesting support with the next stages of their business. The company had been set up in 2013, and had been operating more as a hobby than as a real business and the owner was feeling disillusioned about the current trajectory.

There was no strategy in place, and that had left a feeling of uncertainty for the Founder. Cloudfields proposed building a hybrid business plan/brand strategy for them which gave them an actionable roadmap for the next 12-18 months.

We wanted to create a realistic plan for Practice J that took into consideration the clients' personal and professional goals, as well as considered the area of the studio and where it sat within the local architecture and interiors market.



Clear Purpose + Mission

57%

Pre-Tax Profit

£25k

Additional Earnings

40%

Increased Revenue



Clear Goals



Path for Growth

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Process Notes

A core part of any Cloudfields collaboration is defining the foundational elements of the business: clear purpose and values. This is essential work from which to build a cohesive brand and company structure.

From this, the business plan/strategy document took the form of the following:

- Purpose
- Values
- Executive Summary
- Opportunities
- Marketing + Sales plan
- Aspirational Org Chart
- Operational Plan
- Financial Plan

Upon completion of the business plan, Cloudfields supported the founder with further operational set up.

Our support gave the founder clarity and the ability and confidence to think strategically about their business. Our collaborative approach ensures that we built practical action plans that worked towards our client's goals, considering their long-term plans as they negotiate day-to-day. Our collaboration resulted in a 40% increase in revenue and 57% increase in pre-tax profit.

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