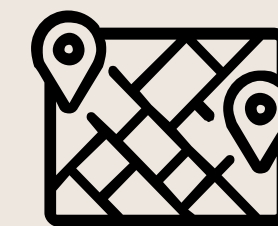# Solid and Scaleable

CASE STUDY

We designed a solid business for Studio O underpinned by their mission, values and how they wanted to scale over the short term.

Cloudfields created an actionable and realistic roadmap that took into consideration the clients' personal and professional goals, as well as considering the pandemic's immediate impact on the architecture and interiors market. We also ensured that we built the plan from a clear purpose + mission, as we view this as the essential foundation from which to build a cohesive brand and company structure.

With this strategic plan in place, Studio O's figures surpassed expected turnover by 46% and profit was 40% after Directors' drawings and tax, offering opportunities to look to the future sooner than expected.

46%	40%	30%
Increased Turnover	Profit After Tax	Increase in Earnings

| Clear Purpose + Mission | Awarded large Hotel Project within 14 mo | Clear Path for Growth |

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Process Notes

Studio O approached us early in the pandemic requesting support with the setup of their business. Their company had been incorporated a year earlier for a project of their own, but was now becoming a fully functioning business, with external clients and bigger projects.

Our first port of call is normally an audit of the current business but here we needed to start at the beginning with a clear plan of what the business was for, what it wanted to do and where it wanted to go within the first 12 months of external trading.

We created a realistic roadmap taking into consideration the founders' personal lives and the pandemic, but also created goals to work towards, all but one of which were achieved within the first twelve months. The remaining goal was also achieved within the next six months.

Once the plan was complete, we supported them along the way with weekly or bi-weekly calls to talk through fee pitching, client liaison, negotiations for proposals, hiring and resourcing, and the results speak for themselves.

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