

Case Study

Phil's Cuisine

Opening doors

Phil's Cuisine is an event planning and catering company, and we basically cater for any kind of event. We cater for everything because we cater from baby showers to christening, to weddings, to funerals. What makes us stand apart is that we guarantee our service. So, it doesn't matter what's happening in the world, if we've said that we're going to be there, we're going to do what we do. That's what we're going to do, and service is key. So, one of the priorities of the business is service. So, if we know we won't be able to achieve service at 100%, we wouldn't take the contract.

The Innovation

Most of our food items are locally sourced as well. So, our fruits and vegetables are sourced mainly from Hertfordshire nurseries around Hertfordshire. There seems to be a shortage of reliable caterers and event planners in Hertfordshire. Our family run business relies on delivering excellent service from local produce, so that's a real niche. We don't over-stretch because we deliver what we promise.

The Challenge

Marketing has been a real challenge. We have been relying solely on word of mouth, which shows we've been delivering on our promise for excellent food and service, and we do well with recommendations, but we needed a marketing strategy for growth, but to grow the business sustainably, which has been very difficult to plan.

The Solution

Back in 2019 I was talking to Hertfordshire Growth Hub, so as we were still on their mailing list, this year we received an invitation to an event at Knebworth Barns that was all about 'Create Growth'. This came at a good time, so I went along to find out more.

Impact

The first step was an assessment – very in-depth, that was through the Growth Hub. It made me re-think about the business. I am so involved with the day-to-day running operations that having these questions really help you to focus on areas that need development, it was very insightful! This is when I started to think that I need to be working smarter and that I needed to change my strategy

and way of working. No-one can fault an entrepreneur's work ethic – we all work incredibly hard, but to be able to take a step back, you realise the world around you is so much bigger. The programme helped me to see how and what I could really put into practice.

The Supply Chain workshops were very beneficial, especially when considering your perfect customer. You consider your target market so that you target the right demographic to reach the right customers. I had been advertising to the whole world, and the programme showed me that I don't need to be spending all my money on such a wider group, by segmenting and targeting, I am saving money, but also talking to the right people.

Working alongside other entrepreneurs has been uplifting and gave me huge opportunities, not just through the programme, but through networking. I also saw other types of management, learned different ways of thinking – it's not just about the basic principles of running a business, but it's a rounded way of learning from Estu, the Royal College of Art, the Hertfordshire Growth Hub and of course all the businesses in the room.

The Hertfordshire film office was also of great support during the programme, putting me in touch with key decision-makers in the industry.

Next Steps

The great news is that within a week of finishing the programme I was already in Sky Studios and catering. A week after I was already in Sky Studios Catering. So, I catered for the production guide because one of their caterers let them down. One of the other things that happened is that I picked up a contract through meeting people, which would never have happened, had I not done the Supply Chain section of the create Growth Programme. It's all about perception when you're approaching the programme, it's not just about opening the doors to the filming industry, it's about the people and the businesses you meet.

Client testimonial

"10% of my turnover is as a direct result of the Supply Chain Innovation Programme, just by meeting 1 person. It is a focus on opening many doors and prioritising your business in the right way."

Get in touch

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