

CASE STUDY

BUSINESS PLAN & STRATEGY DEVELOPMENT PROJECT

Snapshot

Reduce Chaos and Get Organized for Growth with a Business Plan.



PROBLEM/GOAL

Our client grew significantly over the previous 12 months more than doubling sales and headcount.

Industry Sector: Digital Marketing Agency

Business Type: B2B

Employee Size: 35 employees

Revenue: \$2m

Year Founded: 2016

The increase in the number of customers and the staff needed to service the new clients created a chaotic period for the company. Sales increased and customer churn increased too as it became difficult to manage the increased workload, staffing challenges and finances without a solid plan to manage the new growth. The consequence was revenue ups and downs, process inefficiencies, customer satisfaction challenges that in aggregate were impeding consistent growth.

FINAL RESULTS

100%

completion rate for monthly management review actions.

Sales revenue increased by

>100% YoY.

Profit increased by

>200% YoY.

Contact Us Today

Head Office

1075 North Service Road W, Suite 100 Oakville, ON L6M 2G2

Sales@sybioticgroup.com

