

Kimberly-Jane Design Ltd.

Business Background

Kimberly-Jane Design Ltd. is a web design agency established in 2010 specialising in websites, graphic design and brand consultancy. The business provides expertise to businesses ranging from start-ups to more established enterprises.

The business is based in the jewellery Quarter in Birmingham and is operated by the owner Kimberley-Jane Leary along with a member of staff. The business has also provided opportunities to interns on a number of occasions.

Introduction to Transformation for Growth

The business owner is positive about business support and learning about new ways of looking at the business, but has found it difficult to source suitable support in the past for her sector. As a result the business had been searching for suitable support before received an email from UKTI promoting the Transformation for Growth project.

Activity Within the Project

The business owner found having a sounding board to 'bounce ideas off and gain an external perspective' on the business useful. The bespoke discussions with the Business Engagement Manager were found to be very useful, especially giving her business modelling tools, which help make the advice easier to apply.

In particular, these sessions boosted her confidence to take risks 'because the business is small, I'll always be a variable'.

The seminars organised by the programme also proved

useful, and she particularly found the networking opportunities with (and the chance to benchmark themselves against) other like-minded business owners to be of particular benefit.

The business owner found the flexible model of support fitted her and her business.

Impacts

- The owner's attitude towards achieving growth shifted from simply desiring a bigger business, to achieving a greater understanding that creating a culture is more important.
- Discussions with the Business Engagement Manager helped her to focus on setting goals for achievable growth, rather than growth per se, and how that might be achieved in practice. Her ambition thus remains quite high, but has been clarified and focused, and she had increased her confidence and motivation in implementing the plan.
- The support has helped the owner to become less risk-averse, mainly because they are using a more robust model to calculate pricing.

Summing Up the Impact

'Transformation for Growth allowed me to grow in confidence, which has then benefitted the business through greater risk taking and a greater focus on strategy.'

Find out more

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