

LEILA THE TAILOR

**BARNET BUSINESS SUPPORT PROGRAMME
NORTH FINCHLEY**

CASE STUDY

FROM CHALLENGES TO TRIUMPH

In the dynamic world of business, challenges are inevitable. However, the way a company responds to these challenges can define its path to success. This case study explores how Leila transformed significant obstacles into triumphs, showcasing their strategic approach and resilience.

THE CHALLENGES

- Lack of social media engagement to attract new online customers.
- Difficulty in attracting new customers to the physical shop and online sewing school.

STRATEGIC RESPONSE

- Instagram portfolio & craftsmanship
- Educational video content
- Responding & engaging with followers
- Tailoring-specific hashtags
- Shop layout improvements
- Front-of-shop visibility
- Tailoring course content & engagement
- Referral program for students