

IMPACT STORE

**BARNET BUSINESS SUPPORT PROGRAMME
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 Kerlyn transformed significant obstacles into triumphs, showcasing their strategic approach and resilience.

THE CHALLENGES

- Lacked marketing strategies to promote sustainable living
- Needed to communicate the Zero Waste concept effectively
- Wanted to position Impact Store as a sustainability leader
- Sought ways to engage with local eco-friendly initiatives
- Weak online presence and underdeveloped website
- Needed to attract a wider audience and share sustainability content

STRATEGIC RESPONSE

- One-to-one session with sustainability expert Rachael Castell
- Added to Finchley Central Town Centre Directory for visibility
- Designed and distributed local leaflets to raise awareness
- Joined Barnet Council's Citizen's Assembly on climate change
- Became active in local sustainability efforts
- Gained recognition as a sustainable high street champion
- Improved website with enhanced user experience
- Began consistent, engaging posts on Instagram
- Promoted products and sustainable practices online