

## **PRONAR HOUSE OF BEAUTY**

**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 Narges transformed significant obstacles into triumphs, showcasing their strategic approach and resilience.

### **THE CHALLENGES**

- Low foot traffic due to location
- Poor online engagement, limited local visibility
- Need for better social media content quality

### **STRATEGIC RESPONSE**

- Strengthening online presence: website & Instagram updates
- Crafting relevant hashtags for visibility
- Promoting consistent posting schedule
- Advising on smartphone photography & lighting tips