

TAILOR'S CORNER

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

THE CHALLENGES

- Lacked knowledge to build a social media presence
- Unfamiliar with platforms, content creation, and engagement
- Needed confidence to make business decisions
- Sought support as a new businesswoman
- Struggled to raise awareness and visibility of the business
- Needed to attract new customers and expand client base

STRATEGIC RESPONSE

- One-to-one social media session with advisor Jodene Robinson
- Created a tailored social media plan aligned with goals
- Learned to use platforms to showcase work and connect with customers
- Attended Finchley Central Networking evening to build confidence
- Engaged with local business community and gained insights
- Featured on Finchley Town Centre Instagram for International Women's Day
- Gained visibility and customer interest through community exposure