

BENJAMIN OSWALD CASE STUDY

Swift change within the business world has the potential of closing many small businesses in one swoop. For some local enterprises their moment of truth is whether they have the character and ability to overcome the threat of shutting down.

Benjamin Oswald is a north London removal company with over two decades of experience under their belt.

Founded by Paula Dixon and Daniel Henry, for some time the business had enjoyed a secure working relationship with the local council as clients. However this key stakeholder was lost due to the new procurement procedures that were put in place. Since the transition, tenders have become much more challenging to successfully secure.

As a response Benjamin Oswald had to muster up alternative strategies, involving repositioning the business and focusing on a new target client.

Revamping an endangered business can be a daunting task, particularly when an adequate marketing plan is not in place. Benjamin Oswald was in this position, they had repositioned their removal company but their new target clientele did not know they existed.

It became clear that Benjamin Oswald were not able to overcome this hurdle alone, they required support to improve their ability to communicate with their new clientele. If such support was not found their 20-year legacy was in danger of coming to an abrupt end.

Paula Dixon, Managing Director of Benjamin Oswald, decided to act and got in touch with the London Value Chain Programme.

Soon after making contact, the LVC programme performed a diagnostic assessment on Benjamin Oswald to establish the status of the business.

Following the assessment Benjamin Oswald was matched up with Timewise Consulting, based upon their wealth of knowledge in the area of marketing.

The two organisations worked together to establish a four-staged project outline that focused on executing the marketing strategy required.

Initially the project included an audit of the marketing methods utilised by Benjamin Oswald to date. The project then involved researching the market climate and competitors of Benjamin Oswald. At this stage Timewise Consulting developed a marketing strategy that had the potential to raise the profile of Benjamin Oswald within their new market.

Following the completion of the project, Timewise Consulting also providing Benjamin Oswald with follow up consultancy to confirm the business were satisfied with the service provided and that they felt confident implementing the strategy devised.

To date Benjamin Oswald has begun executing the marketing plan created with Timewise Consulting. The business has learned a significant amount from the process including a better appreciation of marketing and the ability to develop further marketing strategies when the business faces new challenges in the future.