



Expertise, Insight & Vision

www.robinson-moore.com

About Us

Robinson Moore and Associates are an experienced business development and communications consultancy based in the UK with clients all over the world. We help people start new businesses and we help existing organisations to develop and grow. We work across the public, private and voluntary sectors.

With over 20 years' experience we have developed a great reputation amongst our clients, many of whom have been with us for number of years. Over that time we have helped our clients attract funding, secure property, strengthen their market position and operate in new countries and new markets.

We have our own photography studio, writing studio and Adobe based in-house design studio.

Managing Consultant: Dr Peter Robinson

Peter is an experienced business planning and marketing professional with extensive experience of both owning and managing businesses in the travel, IT and automotive sectors, and managing business development projects. He has worked with over 500 different organisations to solve operational and strategic management issues, writing business plans and marketing plans, delivering research, producing feasibility studies and implementing change management. Peter is an experienced Director and Trustee and currently holds a senior management position in a UK University. He has considerable experience producing marketing materials, corporate communications and press releases. Peter is also an internationally published author, has appeared on TV for the BBC, Channel 4, Al Jazeera English and has taken part in interviews with various radio stations and newspapers. with several books and numerous trade, press and journal articles to his name. He is also a professional photographer.

Multi-Sectoral Expertise

- Travel and Tourism
 - Food & Beverage
 - Financial Services
 - Education
 - Automotive
 - Raw Materials
 - Designers & Inventors
 - Extractive Industries
 - Charities
 - Business Services
 - Retail
 - Healthcare
 - Manufacturing
 - Childcare & Schools
 - Hospitality
 - Specialist Retail
 - Religious Organisations
 - Scientific & Research
 - Shipping & Logistics
 - Government & Public Services
 - Transport & Logistics
 - Consumer Services
-

Why Choose Us

- Over 20 years' experience providing innovative and creative solutions
- Over 750 clients
- An international client base
- Specialist expertise in economic development, regeneration, tourism, and hospitality
- Experience across a range of sectors including education, retail, information technology, automotive, construction and manufacturing
- An excellent reputation
- A friendly, professional, and reliable work ethic
- A proven track record
- Projects that are always delivered on time and on budget
- Guaranteed bespoke work for each client
- Fully insured and offering total client confidentiality.
- Fees which are highly competitive and represent outstanding value for money.
- Experienced at Board Level as Directors and Trustees
- Professional body memberships including The Tourism Society, The Tourism Management Institute, The Higher Education Academy and The Institute for Travel and Tourism.

Clients Across The World



This is what we do...

Business Plan Writing

Our business plans are all bespoke, written for each client from scratch with no copy and pasting, ever! We also provide advice and discuss the contents as we develop the plan, highlighting issues and concerns and testing out your thoughts.

Our plans are suitable for:

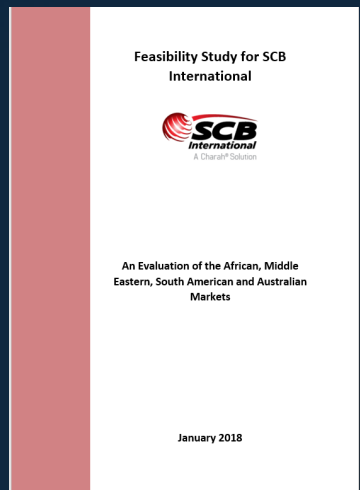
- Personal planning
- Private investment
- Bank loans
- Landlord tenancies
- Crowdfunding
- Immigration (see relevant pages on our website)



Feasibility Studies and Options Appraisals

Making effective decisions, especially where large investments are concerned, requires careful business modelling to assess market opportunities and long-term viability and scalability. We can help with those challenging decisions, evaluating options and making recommendations using the latest research.

Recent projects have included the evaluation of factory developments, property investments, creation of tourism and leisure facilities, raw material imports, international trading opportunities and manufacturing.



Business Plans for Immigration & Investment

We work with clients looking to invest in the UK with a Start-up or Innovator Visa, or to expand their business to the UK with a Sole Business Representative Visa. Many of our clients are now happily settled in the UK and operating their businesses successfully.

With our considerable expertise in business plan writing, we are able to work directly with Visa applicants or with their immigration lawyer to develop business plans which help demonstrate the viability, scalability and innovation which are critical to a successful application.

We also provide business plans that meet the requirements for work permits and visas for most other countries.

What Are My Options?

Sole Business Representative Visa

For representatives of an overseas business looking to develop a UK operation, a number of documents are required as part of the application process. These include a full description of the firm's activities, including details of assets and accounts. These are often best presented as a full business plan which can also include evidence and address other requirements, such as operational responsibilities, the ability to make decisions on behalf of the business and details of the applicant's job role and seniority.

Innovator Founder Visa

The UK Innovator Founder Visa is designed for individuals with innovative business ideas seeking to establish or run a business in the UK. Applicants are required to submit a comprehensive business plan, which will undergo assessment based on various criteria, including innovation, viability, and scalability. Furthermore, there is an expectation that applicants will demonstrate full commitment to their business venture and spend their time solely on developing the enterprise within the UK.

We have extensive experience in crafting business plans for Innovator Visa applicants. We have assisted numerous clients in refining their ideas to ensure they meet the criteria for endorsement. Throughout the process, we work closely with our clients, offering suggestions and refinements to maximise their chances of success.

Marketing & Communications

We carry out a wide range of business development, marketing, and business support projects. We have developed business plans and feasibility studies for hundreds of businesses, developing an outstanding reputation for our high quality work.

With several years experience developing and delivering marketing plans, we also now offer a full suite of marketing services, with specialist expertise in corporate communications, copy-writing and content development. We also design newsletters, posters and promotional materials, brochures and WordPress based websites. Some examples of our work can be viewed on our design studio pages. We can also manage your social media and PR activity and monitor online review sites to alert you to any issues.

We also provide ongoing marketing support and campaign management for clients. Full details are available on request and based on your specific requirements.



Strategic Consultancy

Although some of our services are based on set fees for specific projects, there are times when consultancy is just not that simple. These can be anything from a one-hour phone call to test out a new business idea to a long-term project working to support clients with particular projects or challenges.

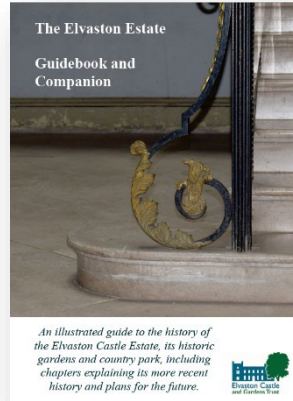
In keeping with our transparent approach to working with clients we can provide an estimate of work upfront or work on an hourly or retained basis.



Writing

Our writing expertise covers a breadth of experience, publications, and media. We work with clients on a varied range of projects from copywriting, blogs, and brochures, to ghost writing, guidebooks, and case studies.

Whatever your writing needs we would love to hear from you and talk about how we can work together to produce your perfect publication, blog, or magazine feature.



Our Adobe Design Studio

With a full Adobe design studio we are able to produce high quality marketing and communications materials. Examples of our work can be found in both our case study portfolio and our design portfolio. We never reserve copyright on any of our design work so that our clients can be reassured there will never be any additional fees to pay for access to their own artwork.



And we have specialist expertise which allows us to provide world class consultancy...

Our Areas of Specialist Expertise

- Heritage Management & Development
- Tourism & Hospitality Management
- Economic Development & Regeneration
- Designing Consumer Experiences

- Planning & Managing Heritage and Community Assets
- Economic impact assessment
- Community consultation
- Business plans
- Cost Engineering
- Staff planning and recruitment
- Masterplan development
- Development of multi-use venues
- Project monitoring & evaluation
- Interpretation
- Education
- Access & conservation planning
- Marketing & market research
- Feasibility Studies
- Funding applications
- Commercial development
- Staff training

Funding Experience



We've got a great track
record of success...

What Other People Say About Us

"Peter was easy to work with. He quickly grasped our business, the client, their challenges and the solution -- crafting a compelling case-study."

"Working with Peter was fantastic! He delivered promptly and professionally, and I am highly satisfied with the case study he designed for my business. Easy to work and coordinate with, quick turnaround for revisions. I highly recommend this seller for your business communications."

"I've got to say that he is OUTSTANDING. He understands a request without having to spend hrs explaining what is required, has business acumen and it shows in his writing, top that with being fast and efficient and you have a keeper. I would definitely work with him again :)"

"Very collaborative, highly engaged; projects were well researched, edited and produced. Thanks a million - I am able to meet my deadline."

"Very cooperative and quick. Great to work with when there is timeline pressure."

"Peter was fantastic, great communication and really understood our needs. I would highly recommend anyone to use Peter, he made something that I was really struggling with easy and straightforward. Really happy with the end product."

"Fantastic service - Peter was patient and interpreted our requirements perfectly. Will definitely purchase from this seller again."

"Peter, went above and beyond. The work he produced was fantastic and I would recommend him to anyone."

"Amazing work by Peter! He has been very specific, professional, fully understood my brief and requirements and presented a spotless job over two confirmations. Thank you so much, one of the PPH's stars! I definitely recommend collaborating with Peter on variety of business writing topics! In my assignment, Peter suggested a concise curriculum and mastered it in two drafts. Brilliant work exactly as needed and completed promptly!"

"Peter is highly professional and very easy to work with. He takes the time to understand exactly what is required and produces excellent work. I would highly recommend him. Thank you very much, Peter!"

"Thank you again, as always, for the excellent work provided. Have been working with Peter for some time and with no doubt I will continue. Proactive, outstanding, and above expectations. 5 stars and more!"

"Well what can I say, never have I worked with someone who understood my business almost more than me. After a 5 minute chat I knew Peter was the one, gave me a timeline and stuck with it 100%. Even after finishing my project Peter is still helping."

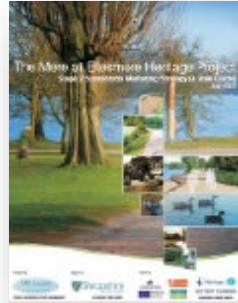
"Peter is an outstanding individual who has gone out of his way to complete my job to exactly how we wanted. His patience and understanding towards the needs of the client is top notch and quite rightly clients wanting to use him in the future better be paying him right for his solid work. I cannot rate him any higher and highly recommend him for anyone wanting whatever suitable job done through him!"

Some of our previous clients



Some of our 800 Projects

- Exhibition Centre: Feasibility Study
- CSI Parties: Artwork
- Besler Group: Feasibility Study
- Geomatrix: Development of Case Studies
- A B (Zoho) Consulting: Marketing Strategy
- Raring2go! Magazine: Artwork, design, and publishing
- Wirral Car Solutions: Business Plan
- Bluewrist: Development of Case Studies
- Solitaire Group: Multiple Business Plans
- Paysap Ltd: Multiple Business Plans
- Tourism business development proposal in Sierra Leone
- Dalonix: Development of Case Studies
- Exhibition Centre Feasibility Study
- Claremont Legal: Tier 1 Business plan
- Adept Consulting: Case study development
- ProGlass 4: Franchise operations manuals
- Pepple Fit Consulting: Proposal for Nigerian fitness operator
- The Pancake House: Business plan
- Magicrete: Business plan
- The Tea Pub: Tier 1 business plan
- Little Geniuses Nursery: Tier 1 Visa Business Plan
- Trampoline Park: Market Evaluation and Feasibility Study
- Eco Hotel: Business Plan
- Aftershock Printers: Business Plan
- Rozzy's Café: Tier 1 Visa Business Plan
- The Driving School Office: Media pack & blog content development
- St Edmunds Church: Business Plan for £300k HLF Project
- Opace: Development of Case Studies
- Make up Brush Manufacturer: Business Plan for investment
- The Museum of Carpet: Completion of HLF Project Evaluation
- ViewSonic: Copyediting Case Study Materials
- Global Business Intelligence: Design of B2C marketing materials
- Westcliff-on-Sea B&B: 5-year business plan
- Real Deals Holidays: 5-year Business Plan for value tour operator
- Dame Catherine Arts: Art Show construction and risk management for largest Open Art Show outside London.



- Leicester Cathedral: Economic Impact Assessment
- Trampoline Park: 5 year business plan
- Gedian Solutions: Development and design of case studies for marketing
- Align Consulting: Development and design of case studies for marketing
- The Museum of Carpet: Development of a 4-year business plan, marketing plan and fundraising plan
- Swiss Touristy: Development of business plan for inbound tour operator in Switzerland focussed on the UAE
- Rotary Cleaning: Website creation and development of marketing materials
- Apley Estate and Farm Shop: Development of video and photography materials to market the Estate
- First Rate Exchange services/Bank of Ireland/Post Office Ltd: Development of national Holiday Confidence Index
- The British Motor Museum/Heritage Motor Centre: Development of STEM Education offer
- Utopia Clubs Ltd: Knowledge Transfer Project to develop the conference and banqueting business
- Discover Travel and Tours Ltd: Development of US based B2C Marketing campaign for inbound tours in the UK
- St Andrews Church, Suckley: Feasibility for the SPACE venue
- Conlan School: Slow Tourism workshops for Italian Schools
- Uncle Tom's Playbarn: Development of a business plan
- Tenby Island: Support for development of initial island regeneration concept
- BRIT College, London: HE quality assessment for QAA preparation
- Lichfield Cathedral: Economic Impact Assessment
- Hartshorne Parish Council: Development and delivery of Jubilee Fete and annual village show
- The Holker Group: Feasibility study for the development of a visitor attraction
- Derbyshire Dales Narrow Gauge Railway: Leaflet design
- The Ticket Factory: Market Research in conjunction with NEC Group Ltd
- Artocene Health App: Business Plan
- Excelsio Clothing: Business Plan
- The Shorthand Artist: Website development
- Regents College: Development of modules for a Foundation Degree in Travel



- University of Wolverhampton: Development of Battlefield Tourism Tour Operator concept
- Penn Community Events Centre: Feasibility Study for the development of a community space
- Beanhill Farm: Funding application for the development of a cookery theatre
- Welbeck School of Artisan Food: Consultancy for the development of QCF qualifications
- Greenways Holiday Bureau, PLANED: Feasibility Study for walking and cycling holidays in Pembrokeshire
- Experience Pembrokeshire, PLANED: Feasibility Study for the development of a destination marketing website
- Southcombe Farm: Development of events to fund development of Fairy Tale Farm attraction
- Pentrehobyn Hall: Development of a historic estate to become an event venue
- Carnfield Hall: Development of venue-based business plan (Country House Rescue, Channel 4).
- The Greenwood Centre: Marketing and business development for training courses
- The Small Woods Association: Business support for The Greenwood Centre
- TUI UK Plc: Development of a Foundation Degree in Travel Operations
- University of Wolverhampton: Development of online learning materials
- North Shropshire District Council: Creation of Marketing Plan, Access Strategy & Audience Development Plan
- University of Derby: Financial and project auditing for £0.5m EU funded projects for KPMG
- Wirksworth NOW: Development of micro-destination based around a cultural destination offer
- Tissington Hall: Annual programme of design and delivery of Visitor Surveys
- The Wychwood Forest Project: Feasibility Study for the development of high-quality working holidays
- Capital Region Tourism: Visitor Centre Management training course
- Derbyshire County Council: Customer service training for wardens and countryside volunteers
- The National Trust: Training course for the development of event business

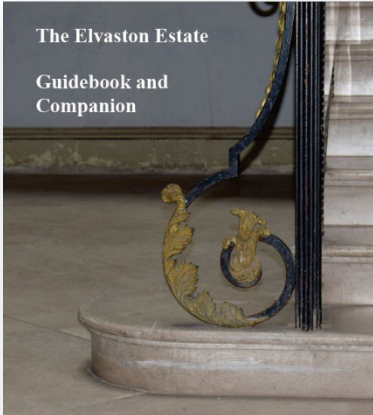


Here are some
samples of our writing
and design work...


GUIDEBOOKS

The Elvaston Estate

Guidebook and Companion




An illustrated guide to the history of the Elvaston Castle Estate, its historic gardens and country park, including chapters explaining its more recent history and plans for the future.



THE PARK

20. Palm Ground
The first flat known today as 'Old Widdoway' was purchased about 1810, he continued to play throughout 'Worst' the 'One and was known as a 'Glover of the spot'. At one time there were cottages and a barn in the middle of the flat. The 'Kiln' goes ground in the main through the avenue.



21. The Lake & Rock Features
The lake and numerous rock features were all man-made and designed to lead to the central driveway within the park. Many of the rock work structures were designed to accentuate views of the Castle across the lake and to create experiences from the Castle.

They were a device employed by Barron to give height to the flat passed. The Grotto, which has suffered greatly from erosion in the last half-century they used the 'Hollow' a pipe feature (there is a pipe to the top of the mound). The adjacent paths were first laid out and occupied as depicted today.




from the brick gate pier on the B5210, passing through the Golden Gates before turning at the yew tree to take visitors on a circuitous route back to the south front. Photos from the time the gardens were open to the public feature a call-in enrouer in those of this side of the house with a 'Welcome To Elvaston' message across the top.




Above this door is Lady Harrington's dressing room with doors that open out and would once have looked out on the Garden of the Past Star, and to the right her bedroom. Lord Harrington's dressing room is within the side brick corner, the window framed inside with Elizabethan plasterwork and a hidden staircase to a room above. The top window on this corner of the building is within the hidden room. Above is another room, which is on the second floor and has no window on the south front creating the illusion of three floors.

Standing in the Castle courtyard the site of the water tower and missing range of buildings are clearly evident from the 1870s carriage display area. The range of buildings here would all have been servants' quarters, with the water tower, which was higher than the rest of the castle, creating a more castle-like appearance when viewed from across the lake.

Floor quality render on the side northwest corner of the building and roofline marks highlight where additional buildings abutted the castle. On the northern side there are two doors, both providing access to the dining kitchen, an impressive double height space which retains both coal and gas ranges. The gas was produced on the estate and was used for illuminating the clock face and, it is thought, a gas flame effect on top of the mound on the opposite bank of the lake.



Decorative rock work and a wall plaque on the north side of the castle would most likely have formed part of a courtyard feature, with old photos showing a much grander portico entrance on this side of the building prior to the demolition of these ranges in 1969.



Looking up from the castle courtyard, above the kitchens are a suite of servants' rooms, whilst above the current café are a former 1870s flat and larger bedrooms.

Moving around to the east from the Library and drawing rooms are on the first floor, with Lord Harrington's bedroom and other large bedrooms above. The top floor comprises smaller bedrooms, most likely bachelor's rooms for less important unmarried guests and family members. These rooms provide impressive views along the East Avenue which continues beyond the boundaries of the current park, ending 4 1/4 miles away in Amboston.

MAGAZINES

Raring2go! RECIPE

Meringue

I love making (and eating) meringues. They are so easy to make and very versatile. You can use them to create a pavlova, rosette or fill them with cream and fruit for a delicious dessert. Here's my basic recipe to make perfect meringues every time.

Serves 6

INGREDIENTS

- 3 large, egg whites
- 175g white caster sugar
- ½ tsp vanilla extract

METHOD

- 1 Preheat the oven to 140°C (fan 120°C) gas 1. In a large, grease-free mixing bowl, whisk (hand or electric) the egg whites to soft peaks. While continuously whisking, slowly add the caster sugar – 1 step at a time – until you have a stiff, glossy meringue mixture. Whisk in the vanilla extract until combined.
- 2 Line a baking tray with baking paper, fasten it in place with a tiny blob of meringue in each corner. Using a metal spoon, place 6 craggy dollops of meringue on the baking paper, well spaced apart.
- 3 Bake for 1½ hours for mallow centres, or 1½ hours if you prefer crispier meringues. Turn off the baking paper, then transfer the mallow meringues to a wire rack to cool or leave the crisp ones in the turned-off oven for at least 4 hours to cool slowly, then transfer to a wire rack.

To make these meringues into nests, make the recipe up until the end of step 2 (deflating the meringues onto the lined baking sheet). Using the back of a metal spoon, press the centre of each meringue down, making a shallow hollow and creating a 'nest effect'. You could do exactly the same by piping the meringue onto a clean piece of paper, arrange artistically, then cover with another piece of paper and pile on the heavy books! Leave for 2-4 weeks before inspecting your masterpiece.

You can eat them on their own or my favourite is to make them into nests, fill with whipped cream or ice cream and then either fresh or frozen berries to top off.

We're so excited to tell you that Katie Cooper, our resident Raring2go! Chef & Oven/Panther, has taken the wonderful world of meringues to the next level with her new book, *The Royal Academy of Culinary Arts Book 1: The First*, which not only shows you the small, given the wonderful ideas she provides in with.

Visit her every evening with her new show, and her online!

2go!
Raring2go!

raring2go.co.uk

Raring2go! FEATURE

Summer Boredom Busters

eat sleep doodle

Indoor & Outdoor craft ideas from eatsleepdoodle to inspire creativity

Flower Pressing
A classic craft that both pre-schoolers and older children can have a go at, and you don't need fancy equipment. You might want to experiment with different colours as some look better than others. Collect a range of flowers as well as leaves and grasses. Only use dry petals and foliage to avoid mould. Place blooms face down or sideways on a clean piece of paper, arrange artistically, then cover with another piece of paper and pile on the heavy books! Leave for 2-4 weeks before inspecting your masterpiece.

Nature Art
There are all sorts of crafty things you can do with things you find outside and collecting nature's art materials is a good excuse for a walk. Look for different shaped leaves, then draw around them with chalk on the patio or paint them and print them on paper. Collect smooth pebbles and turn them into animals with paint. Or perhaps you could challenge the kids to collect enough sticks, stones, leaves to make them into letters. Can they form their name with them? You can either leave these name sculptures as temporary art for them to leave away or take them home and glue them onto card as a permanent reminder of your expedition.

Colouring in
Everyone knows about colouring in on paper, but have you ever thought about colouring in on fabric? Establishbooks offer a range of colour in textile products, which can then be washed out and coloured in again and again. From dove covers to placemats, you'll find a wide variety of products aimed at educating and inspiring creativity and everything comes with a set of wash out pens. Definitely a fantastic addition for summer or beyond! Visit establishbooks.co.uk to find out more.

18

FLYERS, BROCHURES & ADVERTS

ARENA THEATRE
NOVEMBER SHOWS

Wulfruna Street, Wolverhampton WV1 1SE
Box Office 01902 321 321

**Mon 18 Nov at 7.30pm
Wed 20 Nov at 1.30pm and 7.30pm**
Rumpole Theatre presents
THE GHOST'S TOUCH
A haunting new play based on the chilling tale by Wilkie Collins
Tickets: £9 full price and £7 concs. All inclusive tickets £5.

Thu 19 Nov at 7.30pm
Two Handed Pigeon Theatre Company presents
THREADBARE GREBO
A farcical about mental illness and social exclusion. Supported by Black Country Touring and Quake Circus
Tickets: £9 full price and £7 concs.

Mon 18 Nov at 7.30pm
Presented by Dea Productions in association with Full Theatre
KABADDI, KABADDI, KABADDI
A powerful drama about sport, nationality and belonging. Inspired by the County Young
Tickets: £9 full price and £7 concs.

**Wed 21st Nov at 7.30pm
Thu 22nd Nov at 1.30pm and 7.30pm**
Dobson presents
THE ADVENTURES OF ROBIN HOOD
An energetic romp for all the family.
Tickets: £10 full price and £7 concs. All inclusive tickets £5.

Thu 10th Nov at 7.30pm
NorthWest, Liverpool and Aston Theatre present
FESTIVAL OF LIGHT
A David collaboration featuring South Asian dance, music and magic from regional artists.
All Tickets: £5

Wed 28th Nov at 7.30pm
Richard Tyrone Jones presents
RICHARD TYRONE JONES'S BIG HEART
Have you ever light back when your heart tries to tell you?
Tickets: £9 full price and £7 concs.

For details of other shows this month please visit our website: www.arena.wlv.ac.uk

The Britain Experts

With 40 years combined experience of travel within the UK and Eire, we offer a unique approach to planning your UK and Eire vacation or staycation. From a simple itinerary to help you explore the Britain you never knew existed, to our full concierge service where your every requirement is met, we will introduce you to some of the most inspirational, exciting and innovative places, experiences and events in the World. All on one small island.

Ask us to create your next family holiday and enjoy a 10% discount when you mention Raring2go!

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BRITAgent

Upcycled & Custom Made Pet Beds

An innovative range of luxury hand-crafted pet beds.

BellaButton pet beds are designed to create a comfortable and warm sleeping spot for your favourite pets.

Perfect for dogs and cats. They also look great in your home.

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Special Needs Circle
East Midlands

For parents and carers of children with disabilities we provide:

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- Information - Training
- Signposting
- Holistic Therapies & support groups across the East Midlands

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www.specialneedscircle.co.uk
We are friends waiting to meet you! You are not alone.

Engage

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BRITAgent

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KARTING EXPERIENCE

Over 17 years of karting experience means this facility is one of the top outdoor karting circuits in the UK. Whether you're looking for a family fun day, a team building event with a difference or a corporate hospitality day we can offer something memorable.

- Junior Karting Club every Sunday
- Children's Go Karting Parties
- Junior Track Days through the Year
- Gift Vouchers available
- Taster, Individual and Family Sessions available

BOOK ONLINE or Phone
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www.midlandkarting.co.uk

The Teddy Bear Hospital

We repair and restore damaged and broken bears. If you need to rescue your treasured, but well-worn or damaged teddy, send a photo to our email address and we'll send you a quote.

Your bear's admission to hospital will be no more than 3 weeks, during which time they will receive the highest standards of bear care!

Handmade Bears by **BellaButton**

BellaButton Bears are handmade collectible bears*. They are five-way collar pin jointed with embroidered noses and black glass eyes.

BellaButton Bears are all stuffed with poly stuffing and may also contain plastic beads or steel shot in their tummies to give them some extra weight.

Each bear has a small button to mark their bellaButton and

handmade@bellabutton.co.uk
07518 891293

*BellaButton bears are collectible and not suitable for young children.

Guitar Tuition - Burton-on-Trent
Larry Alan Tubey CT.VCM
Classical, Acoustic & Electric

Lessons available in: Classical, Acoustic, Electric, Bass guitar and Music Theory.
Professional registered tutor of classical guitar and music theory.

Over 25 years experience of teaching students of all ages both privately and in local schools.

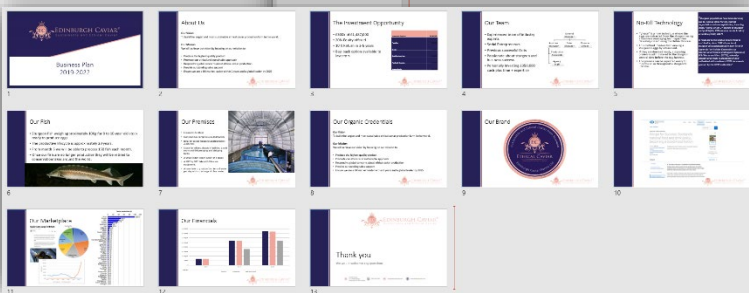
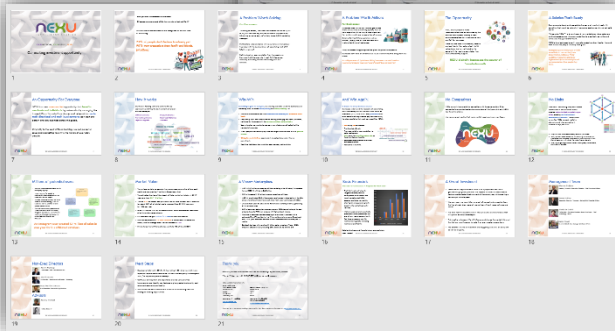
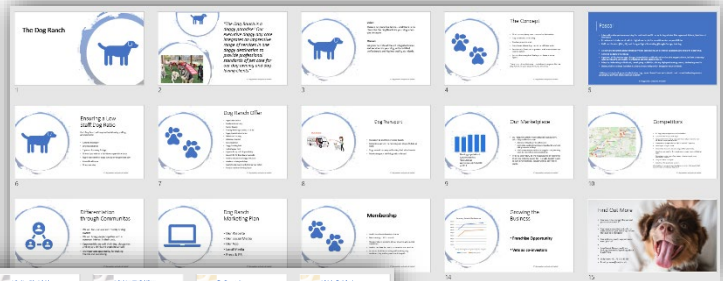
I offer friendly patient professional one to one tuition in all styles of guitar. All levels of player from beginners to more advanced are welcome. I have excellent resources in both Theory/Classical guitar and Rock/College electric guitar/ bass exams and diplomas.

30 mins or 1 hour lessons available.
Please call for rates or any other information.

07866 045954
larryalantubey@gmail.com

Yell.com

PITCH DECKS & POWERPOINT



CASE STUDIES

CASE STUDY **LEADERSHIP**

Enhancing Performance Amongst Elite Players



England Rugby

Challenge
The England Rugby team needed to improve their performance in the 2015 Rugby World Cup. The team was facing a number of challenges, including a lack of consistency in their play and a need to improve their physical fitness.

Solution
The team worked with a number of different coaches and trainers to develop a comprehensive training program. This program focused on improving the team's physical fitness, as well as their technical skills and tactical awareness.

Results
The team's performance improved significantly over the course of the tournament. They went on to win the World Cup, a feat that had never been achieved by an English team before.

Key Takeaways
The success of the England Rugby team was a result of a combination of factors, including a strong leadership team, a comprehensive training program, and a focus on physical fitness. These factors were all essential to the team's success.

INDUSTRY CASE STUDIES BY Milliland Media

17% of brands use social media for customer service

80% of brands use social media for brand awareness

51% of consumers trust social media recommendations more than other sources

40% of brands use social media for product promotion

84% of consumers use social media to research products before buying

88% of brands use social media for customer service

200 million posts tagged #food

23 million posts tagged #drinks

75% of brands use social media for brand awareness

Milliland Media

CASE STUDY **INTEGRATED MARKETING COMMUNICATIONS**

Pay and display



About Us
Pay and display is a leading provider of parking solutions for businesses and organizations. We offer a range of services, including parking management, signage, and software.

Our Client
Our client is a large retail chain that wanted to improve its parking experience for customers. They needed a solution that was easy to use, efficient, and cost-effective.

Our Solution
We implemented a comprehensive parking management system for the client. This system included parking management software, signage, and a fleet of parking attendants.

Our Results
The client's parking experience improved significantly over the course of the project. Customers were able to find parking more easily, and the client's parking revenue increased.

CASE STUDY **TD**

Client: California Implant Institute

Challenge
The California Implant Institute needed to improve its online presence and attract more patients. They needed a solution that was professional, user-friendly, and easy to navigate.

Solution
We designed and developed a new website for the client. The website was designed to be professional and user-friendly, and it included a number of features that were designed to attract more patients.

Results
The client's online presence improved significantly over the course of the project. The website was easy to navigate, and the client's patient volume increased.

CASE STUDY **currency24**

Multi-currency Solution for an Independent ATM Network



Challenge
The client, a multi-currency ATM network, needed a solution that would allow them to accept payments in multiple currencies. They needed a solution that was secure, reliable, and easy to use.

Solution
We implemented a multi-currency payment solution for the client. This solution allowed the client to accept payments in multiple currencies, and it was secure, reliable, and easy to use.

Results
The client's payment process improved significantly over the course of the project. Customers were able to pay in their preferred currency, and the client's revenue increased.

CASE STUDY **OCIS Group**

The Results

OCIS Group is a leading provider of IT services for businesses and organizations. They offer a range of services, including IT consulting, IT support, and IT infrastructure management.

Challenge
The client needed a solution that would allow them to manage their IT infrastructure more effectively. They needed a solution that was scalable, secure, and easy to use.

Solution
We implemented a comprehensive IT management solution for the client. This solution allowed the client to manage their IT infrastructure more effectively, and it was scalable, secure, and easy to use.

Results
The client's IT management process improved significantly over the course of the project. The client's IT infrastructure was more secure, and their IT support costs were reduced.

CASE STUDY **fresh**

Client: Fresh Produce

Challenge
The client needed a solution that would allow them to manage their fresh produce inventory more effectively. They needed a solution that was scalable, secure, and easy to use.

Solution
We implemented a comprehensive inventory management solution for the client. This solution allowed the client to manage their fresh produce inventory more effectively, and it was scalable, secure, and easy to use.

Results
The client's inventory management process improved significantly over the course of the project. The client's inventory was more secure, and their inventory costs were reduced.

CASE STUDY

Client: PlacementSEO.com

Challenge
The client needed a solution that would allow them to improve their search engine ranking. They needed a solution that was effective, reliable, and easy to use.

Solution
We implemented a comprehensive search engine optimization solution for the client. This solution allowed the client to improve their search engine ranking, and it was effective, reliable, and easy to use.

Results
The client's search engine ranking improved significantly over the course of the project. The client's website was more visible, and their website traffic increased.

CASE STUDY **DISTILLED DOLLAR**

Achieving Success




Challenge
The client needed a solution that would allow them to improve their marketing process. They needed a solution that was effective, reliable, and easy to use.

Solution
We implemented a comprehensive marketing solution for the client. This solution allowed the client to improve their marketing process, and it was effective, reliable, and easy to use.

Results
The client's marketing process improved significantly over the course of the project. The client's marketing was more effective, and their marketing costs were reduced.

CASE STUDY **Smartereta.com**

Delivering consistent results for an existing new client brand



Challenge
The client needed a solution that would allow them to deliver consistent results for their new client brand. They needed a solution that was effective, reliable, and easy to use.

Solution
We implemented a comprehensive solution for the client. This solution allowed the client to deliver consistent results for their new client brand, and it was effective, reliable, and easy to use.

Results
The client's results improved significantly over the course of the project. The client's new client brand was more successful, and their revenue increased.

CASE STUDY **PLACEMENT BIO**

Client: My Vapor

Challenge
The client needed a solution that would allow them to improve their search engine ranking. They needed a solution that was effective, reliable, and easy to use.

Solution
We implemented a comprehensive search engine optimization solution for the client. This solution allowed the client to improve their search engine ranking, and it was effective, reliable, and easy to use.

Results
The client's search engine ranking improved significantly over the course of the project. The client's website was more visible, and their website traffic increased.

CASE STUDY **CLEMENT PIERCE**

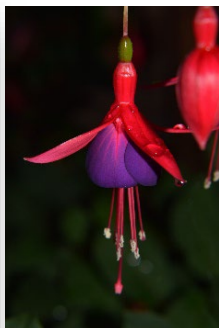
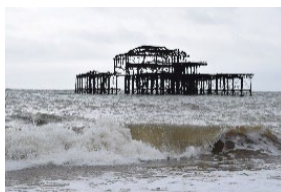
Client: Clement Pierce

Challenge
The client needed a solution that would allow them to improve their marketing process. They needed a solution that was effective, reliable, and easy to use.

Solution
We implemented a comprehensive marketing solution for the client. This solution allowed the client to improve their marketing process, and it was effective, reliable, and easy to use.

Results
The client's marketing process improved significantly over the course of the project. The client's marketing was more effective, and their marketing costs were reduced.

PHOTOGRAPHY & PHOTO EDITING



And our open and
transparent fee
structure means there
are no hidden costs
and no unexpected
charges...

General Consultancy Rate Card

Business Development

Feasibility Study	From £700
Options Appraisal	From £1,000
Economic Impact Assessment	From £5,000
Marketing Strategy	From £300

Consultancy

Consultancy Fees	£400/day
Administration Fees	£75/day
Speaker Fees	£150/hour
Training Fees	£400/day
Executive Coaching	£75/hour
Business Mentoring	£50/hour

Research

Survey Design	From £50
Survey Analysis	From £250

Writing

General Content & Writing	£40 per 500 words
Case Study Content	£40 for 500 words (no design)
Case Studies with design*	£55 for 500 words
Editing	£25 per hour
Copyediting	£25 per 1,000 words
Blog Content	£25 per 500 words
Press Releases	£40
Proof Reading	£10 per 1,000 words
Guide Book Content	From £1,000

*design included

Business Plan Rate Card

	£350	£500	£750	£1000	£5000
Executive Summary	✓	✓	✓	✓	✓
About the Business, Mission, Vision and Objectives	✓	✓	✓	✓	✓
Management Team	✓	✓	✓	✓	✓
Products and Services	✓	✓	✓	✓	✓
Operations and Logistics	✓	✓	✓	✓	✓
SWOT Analysis	✓	✓	✓	✓	✓
PESTLE Analysis	✓	✓	✓	✓	✓
Market Evaluation	3 pages	5 pages	10 pages	Unlimited	Unlimited
Primary Research					✓
Marketing Strategy	2 page plan	4 page plan	4 page plan	Full strategy	Multiple strategic options
Competitor Analysis	✓	✓	✓	✓	✓
Risk Analysis and Exit Strategy	✓	✓	✓	✓	✓
Financial Forecasts	5 Years	5 Years	5 Years	5 Years	5 Years, multiple models
Corporate Branding	✓	✓	✓	✓	✓
Detailed design work	✓	✓	✓	✓	✓
PDF & Word Version	✓	✓	✓	✓	✓
Print Ready CMYK Format			✓	✓	✓
Printed, bound copies				5	10
Presentation of Plan (subject to location)					✓
Options Appraisal					✓
Prince's Trust Format	✓	✓	✓	✓	✓
Virgin Startup Format	✓	✓	✓	✓	✓

Design Studio Rate Card

Design

Size	Single Page	Additional Pages
DL (single)	£20	£10
DL (double fold)	£30	£20
A6	£20	£10
A5	£25	£12.50
A4	£40	£25.00
A3	£50	£30.00

3 amendments are included in our fees. Further amendments are £2.00 each



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