



## Business Plan Secures Finance for Growth

As designers and manufacturers of greetings cards, Paper Salad turned to Hallidays for support with putting a business plan in place to secure their finances and enable them to focus on growing their business.

### Before

- ✗ Like many small businesses, Paper Salad had issues sourcing funding and managing their cash flow.
- ✗ The two business owners spread themselves too thinly and were not focusing on what was important to the growth of the business.
- ✗ Freelance designers by trade, running the business and managing people was a new challenge they needed support with.

### After

- ✓ Discussions with Hallidays' MD forced them to focus on what they really wanted to achieve and helped them to put a business plan in place which would secure their finances and support their growth.
- ✓ They quickly recruited more team members with the help of Hallidays' HR team. This freed up more of their time to expand their design work which was the driving force to growing their business.
- ✓ Hallidays' HR team profiled the whole Paper Salad team which helped the business owners understand how their people communicate and interact with each other, enabling them to manage their team more effectively.

### Outcome

Paper Salad is now a thriving and growing business. Where once cash flow challenges threatened to stifle their ambitions, with support and guidance from Hallidays, they are now looking forward to turning over their first million.

They supply respected UK businesses such as Waitrose, Sainsbury's and Waterstones and sell their products online. Their worldwide market also continues to grow.

From winning the Industry Award for Gift Wrap ahead of big names such as Marks and Spencer to selling over a million cards in 2013, Paper Salad have seen real success which looks set to continue with the help of strong business partners and a growing team.

### What the client said

“ What we loved was that Nigel got a handle of the business straight away and it was great to know we had someone to talk to when we needed it. He played a pivotal role in ensuring we focused on what was important to us and our business to make it succeed and really challenged our thinking. ”



Claire Williams and Karen Wilson  
Directors - Paper Salad Ltd