

# CASE STUDY

## The Glasshouse Fashion Chain (UK)



### Brief

The Glasshouse is an independent fashion chain. Its vision is to create a business valued between £5-10 million (within 3-5 years), with a view to attracting major trade investors, and building a national brand.

### Approach

In mid-2001, Intangible Business conducted an extensive market opportunity analysis, in conjunction with a full business review. We then formulated a comprehensive growth strategy, including marketing/PR plan, aimed at enhancing sales, profitability and cash-flow; growing customer base; developing focussed, strategic, decision-making platform; and raising brand's profile within the trade, and amongst potential investors.

### Outcome

Still in progress.... However, The Glasshouse has enjoyed excellent business trading since implementing our recommendations (and in contrast to the difficult economic conditions). This includes overall sales growth of 77% since mid-2001; operating profits increased ten-fold; keen interest from potential investors; and focussed programme of expansion from four stores to six stores by end of 2003.



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