

Tune-Up Seafoods

Peer Networks' Journey

Powered by the BEST Growth Hub



BEST
FOR BUSINESS SOLUTIONS
Business Essex, Southend and Thurrock



Background

Tune-Up Seafoods is a fish, seafood, meat and groceries retailer based in Grays and Basildon, Essex.

www.tune-upseafoods.co.uk

The Global Pandemic had a devastating effect on this popular supplier, as footfall was reduced significantly to its town centre locations. Operating costs were increased to ensure COVID safety and the supply chain was disrupted partly due to EU Transition. During 2020/21 turnover was reduced by approximately 40%.

With a loyal customer base, the company needed to ensure brand awareness and messaging was consistent, to ensure consumer demand made up for lack of demand from restaurants, which had closed during lockdown.

Joining Peer Networks, the Managing Director (Olusola Oke) required guidance and R&D on different marketing approaches to B2B and B2C audiences.

How Peer Networks helped

During the Peer Networks journey, the members of her cohort advised on adaptation techniques, which included an E-commerce strategy with supporting marketing and social media campaigns.

With candid and practical group discussions, Olusola felt encouraged by the opinions of the cohort members that she could increase profit margins whilst launching an online sales strategy.

A key benefit of Peer Networks was the ability to access the Pivoting Assessment Test and diagnostic call with the Adaptation Advisor which resulted in the foundations of a strategy to adapt.

The Peer Networks Manager was also able to introduce the business to a source of grant funding (including a low-carbon scheme named LoCASE).

As a result of Peer Networks, Olusola has developed a new business relationship with a cohort member that specialises in digital marketing.

Tune-Up Seafoods (Olusola Oke) says:

"It's been really helpful that my peers have supported me both with ideas and the motivation to adapt to the new norm. The PAT test revealed a lot about my business to me. I've also been sign-posted to different business opportunities that can help my business grow further.

Peer Networks has increased my confidence and if you are a business leader, you should join Peer Networks - it's an opportunity to share common challenges and gain feedback to make your business better."

How Peer Networks can help your business

Learn from your peers: Find solutions to the real issues your business is facing by working with other local business leaders facing similar challenges.

All it takes is your time: Peer Networks is a completely free programme, all it takes is a few hours of your time each month. You can join virtual sessions from the comfort of your home or office.

Varied delivery, real results: Activities take place in structured, small-group sessions, led by a skilled professional facilitator to make sure you see real

results in return for the investment of your time. You will also benefit from access to 1:1 mentoring, coaching or advice depending on the support you need.

Non-competitive: Peer Networks brings together business leaders working collaboratively to find solutions to common problems. You will not be placed in a group with any competitors, so you can share your expertise and benefit from others.

For more information about Peer Networks, visit

www.peernetworks.co.uk

Peer Networks is powered by the BEST Growth Hub

The BEST Growth Hub offers free, impartial advice to help Essex-based businesses grow.

At the BEST Growth Hub, we help our clients make smarter decisions centred around the four key components of running a business:

planning | growing | solving | adapting

For more information about the BEST Growth Hub, visit

www.southeastbusiness.org.uk