

Grain and Frame

Retail furniture company who create and design their own items

Client

Grain and Frame are an Oldbury based retail company who create and design unique furniture using ethically sourced wood and other materials, sold online and throughout the UK.

Project

Company owner, Sam, contacted the Black Country Growth Hub team to see what help and support was available to the business.

Grain and Frame were then put in touch with Lucy, Business Development Manager at the BC Growth Hub, to discuss their current situation and to explore available options as a young business.

The company had recently moved premises and wanted to increase their revenue and improve their digital presence. During COVID-19 the business has shown resilience by moving operations online and spending the time to develop brand new products.

Solution

BCGH have supported Sam and the business by identifying funding options for the development of new products and exploring resources which could help them build their marketing knowledge.

The company were referred to a few different programmes, including the Manufacturing Growth Programme, Innovate to Succeed and the Black Country Growth Hub Experts in Residence scheme. They were also encouraged to apply for the COVID-19 Small Business Grants scheme.



Conclusion

Grain and Frame are now enrolled on the Experts in Residence programme, where they are receiving mentoring sessions with Louis Barnett, who is helping them improve their marketing strategy and their exposure on a larger scale.

The company made a successful application to the BCGH COVID-19 Small Business grants scheme, where they received funds to obtain new equipment which will help them continue to trade throughout the Coronavirus disruption.

The business remains positive and they are now taking steps towards moving forward and they are even looking to grow their workforce through the Kickstart programme.

Black Country Growth Hub will continue to support Grain and Frame on their journey to growth and throughout the impacts of COVID-19.