



Grow Your Business With Us

The problem with the current training offer to employees in London.

The Cat Got The Cream Online Workshop solves the problem identified with the training offer to UK small businesses' employees during their working days, which does not improve careers & retention of material distilled.

Problem identified

The problem identified is that there isn't a single published number for how many businesses in London attend mentoring opportunities, because participation varies across sectors, programs and years. We identified a gap and filled it with The Cat Got The Cream online business school and our MBM course workshop, mentoring support that London business needs. We propose to London businesses a new, innovative way of training for business growth. We invite you to attend, a much more effective way of training than the current method.

Solution identified

We find out that attending a ½ hour training away from your office or in-house for 1 hour is ineffective. The old method of distilling training is ineffective. We find that the material retention is zero because nobody remembers their training, it is too short and far apart, and therefore not consistent. Our innovative training method — attending while you work and applying strategies and tactics at source for a duration of 18 months is much more effective, and attendees are more likely to remember what they learned and continue applying it in their business.

Get Professional Specialist Mentoring while you work.

The Cat Got The Cream Business School offers professional specialist services, activities and lessons designed to enhance your business and marketing skills. Our incubation pathway course encourages you to apply what you learn while you work, allowing you to effectively test and refine your strategies and tactics with your personal business marketing consultant.

SME CASE STUDY

OBJECTIVES

SMEs have a problem with the support provision received from mentors and coaches. The thinking is that SMEs are supposed to know everything and are expected to demonstrate that they can make a profit or a sum of money per month over £17500 in year two of starting without receiving any support.

When growing my online business at startup, we needed mentoring to move forward, and the only support offered was by Mavis Awanka of Rich Vision. We attended her monthly events in a hotel room for about 1 hour for a year and ½. This proved to be useful for our business growth, and we were selected for her Be Mogul award. We were selected by the judges, and we were one of the winners of the 2018-19 award. My award title was the most influential inspirational black business in Britain. Which we become.

There is currently no heuristic support offered to business owners through workshops, mainly masterclasses, and webinars. There's only 1 unique heuristic business support mentoring learning method based on the Learning Pyramid of the 60s, proposed by Girlfridayz Limited in London, offering to apply business and marketing strategies and tactics at source and offering Girlfridayz accreditation - professional doctorate if a business managed to increase profit by 25%.

SOLUTION PROPOSED

1. Rebuild product images and branding
2. Provide peer to peer influence and PR
3. Powerful word-of-mouth advertising and Social marketing including online presence
4. The Core Assets + The Cellar: A winners Combination heuristic learning approach
5. 2 ways access—Independent heuristic learning through The Cellar and Supported heuristic learning through The Cat Got The Cream hybrid online workshop provision.



PATRICIA AMABLE
CEO of Girlfridayz

Girlfridayz



Visit /search

About 10 years ago, our company, Girlfridayz Limited, improved our brand and company image to give a proper experience to our customers.

Proposed solution for SMES



Business Development and research support, for ongoing business

Support offer by The Cat Got The Cream and our website



Specialist support for different sectors such as digital marketing

Support offer by The Cat Got The Cream and our website



Marketing and Competitor Analysis

Support offer by The Cat Got The Cream and our website



Networking with likeminded individual / enhancing their client base

Support offer by The Cat Got The Cream and our website



Membership of pertinent trade bodies

Support offer by The Cat Got The Cream and our website

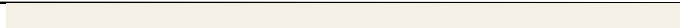
Proposed solution for SMEs

1 Designing and building a website



Support offered by The Cat Got
The Cream and our staff

2 Business card and flyers design



Support offered by The Cat Go
t The Cream and our staff

3 Action plan and lead generation



Support offered by The Cat Got
The Cream and our staff

4 Marketing Persona creation



Support offered by The Cat Got
The Cream and our staff

Meanginful 1 to 1 consultation
5 with prospect/customers



Support offered by The Cat Got
The Cream and our staff

Marketing and Competitor Analysis
6 - Social media marketing



Support offered by The Cat Got
The Cream and our staff

Business & Marketing plan
7 completion 78 weeks



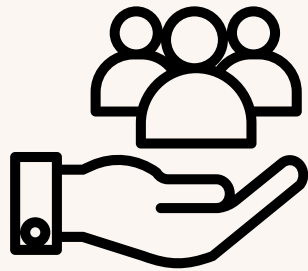
Support offered by The Cat Got
The Cream and our staff

24 lessons and 25 tasks plus exercices,
8 activities and practical application at source.



Support offered by The Cat Got
The Cream and our staff

Benefits of the latter



Effective innovative training offered to London businesses currently, there is no provision offered to the UK SMEs.



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The Cat Got The Cream Business School offers professional specialist services activities and lessons designed to enhance your business and marketing skills. Our incubation pathway course encourages you to apply what you learn while you work, allowing you to effectively test and refine your strategies and tactics.

Professional inclusive exclusive mentoring support.

The 18-month specialist professional constructive support structure is provided at regular intervals with your professional business marketing consultant. Allows constant and consistent practical tasks-oriented assistance. The group of 60 business professional provide a wealth of industry-related knowledge to each other through networking facilities.



Innovative strategies and tactics for business growth

The core assets plus the Cellar: A Winner Combination is offered to the small businesses attending the Cat Got The Cream support provision for 18 months. The independent SMEs will benefit from this support too as Girlfridayz Limited provides support to startup businesses and existing businesses struggling to achieve sales and The Cat Got The Cream exclusive support full capacity is up to 60 referees accessible on completion of a referral form and readiness challenge.

The Cat Got The Cream

Provide a unique heuristic expertise approach that other providers do not offer to SMEs.

Our services



Weekly Zoom Meeting

Three months weekly incubation pathway with a dedicated staff member and completion of tasks offers with the referees.



Monthly Meeting

After the three months incubation pathway to business growth a monthly support services is offers using various methods of support.



Monthly networking the first 3 months

Networking offer the referrees to meet up and get to know each other business.

The services are proposed online and face to face opportunity during the growth accelerator 15 months stay.

register your interest to refer yourself to The Cat Got The Cream SME owners if you like our solution



<https://www.girlfridayz.com/register-your-interest>

SMEs should apply this principle to their customers

The Sales **STAR** Principles

S

T

A

R

Situation

Detail the background
provide a context
who, what,
where
when and how

Task

Describe the challenges
and expectations
what need doing
and why

Action

Elaborate your specific actions
what you can do
how are you going to do it
and what tool do you need to use?

Result

Explain the result,
the outcome expected,
recognition,
savings, quantity
and quality of your product and services

Girlfridayz—Trisha Amable