



BUSINESS PLANS

FROM HUDSON OUTSOURCING

Case study



Glowing Care



Situation

Glowing Care is a domiciliary care provider based in Buckinghamshire, England. Catherine Benning (Director) and her team are dedicated to providing the highest standard of care and upholding the principles of kindness and compassion—to give their clients dignity and respect and their families the greatest gift of all—peace of mind. Glowing Care provide a variety of care services including: Holiday care, Hospital-to-Home care, Live-in-Care, Night care, Respite care, Personal care, Specialist care, Social Companionship, and Palliative care. Glowing Care carers also have a wide range of skills in healthcare that match the following needs: Alzheimers, Mental health, Physical disabilities, Parkinsons, Dementia, Stroke, Heart Disease, Cancer care and Palliative care.

Glowing Care identified an area of expansion within their business and aim to open a new office in Cambridgeshire, while enhancing their current offering in Buckinghamshire. Catherine reached out to Hudson Business Plans for a well-written, fully designed plan that would highlight her business' goals, services, financial milestones and recruitment processes.

Task

Working closely with Catherine, Hudson Business Plans developed an appropriate business plan that illuminated Glowing Care's expansion plans into Cambridgeshire, England. Our Global CEO, Jill Hudson worked on producing the content for the business plan, while our Head of Creative, Kathryn Johansen produced the design.



For more information on Glowing Care visit www.glowingcare.co.uk

Glowing Care



Due to client confidentiality we are unable to display the the full design or show any content.

Action

Jill worked with Catherine to deliver a business plan which reflected Glowing Care's exact aims and vision. Through initially developing a deep understanding of the business, including past and future goals, Jill planned the content for the business plan. Keeping transparent communications with Catherine, providing mentorship, and gathering further information, Jill created the first draft of the business plan. Jill ensured that Glowing Care's vision matched their pricing points and that their goals were ultimately achievable. After multiple reviews and revisions to ensure the business plan delivered on all client expectations, Jill passed over the project to Kathryn. Kathryn conducted initial brand research and created a document template that represented the brand's look and feel. Kathryn also used the company's branding to create iconography which supported the content created by Jill.

Result

Through transparent communications with Catherine and efficient processes, Jill and Kathryn were able to provide Glowing Care with an eye-catching and compelling business plan.



Transparent
Communications



High
standard
Designs



Delivered
ahead of
deadline



Amazing
Client
feedback

Glowing Care



We contracted Hudson Business Plans at the last minute to produce a business plan for opening a second office in Cambridgeshire. With short timescales for turning around the bid, we were presented with a beautifully presented business plan within only one week. We would highly recommend Jill and Kathryn who worked on our plan and the wider Hudson team.

Catherine Benning

Director of Glowing Care Ltd



BUSINESS PLANS

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