



Enquiry Case Study

Dab Den Ltd

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The company

Dab Den is a company which specialise in providing Garden Rooms which can used not only be used within residential property but also looking at the wider hotel market place.

What they needed

Katherine contacted us originally with a view to researching the market for garden rooms and was approaching the Aberdeenshire council with a marketing plan to apply for grant funding.

How we helped

Given the precise nature of the market she was targeting, initially I aimed to provide some wider market information with regards the outdoor living industry and how their business would be relevant.

Using the Mintel report, looking specifically at the Outdoor Living market, I was able to extract the UK detail on market size, as well as highlight the trends they could take advantage of.

In addition I provided links to some of the key uses for these products both at a residential and commercial level with details of how they could source those who may wish to source the products.

Finally following additional detail provided by the client, I also provided extensive detail on the hotel industry in Scotland which the client had identified as one of their primary targets.

How they've benefited

Utilising the information provided by the service, Katherine was able to submit her application to the council confident of its success and has followed this up with numerous additional enquiries to help her expand her business.

“Thank you so much for the information. It really was a huge help in putting together the marketing plan”

How we can help you

Do you have a client who needs information for their business plan? Perhaps you have clients who need to know more about potential markets, are looking for new suppliers, or need to find new premises? The Business Gateway Information Service provides free, impartial, tailored research to small businesses across Scotland.

To make use of our service, please create a case on CRM, against your client's record, and assign it to **BG Enquiry Service** provider group. If you'd like to discuss an enquiry in detail, please call **0845 609 6611** and ask to speak with a BIO. We look forward to hearing from you!