



BUSINESS CASE

LAVISH MOBILE SPRAY TANNING

The mission at 'Lavish' is to provide the highest quality spray tanning service in our region.

<http://www.lavishmobilespraytanning.com/>

OBJECTIVES

Founder Kara Cullen found herself in a quandry. A graduate from business school and looking to consolidate her start-up, Kara knew she needed some start-up capital.

While she already had some business savvy, and a core client base, she also knew that securing her niche in the regional market required more business knowledge and a business plan. But where to start?

Kara was referred to the bizezi app via a government agency who were promoting self-employment grants.

SOLUTION

Kara knew that to be approved she would need a thorough business plan that detailed the opportunities in her region and also showed real attention to the financial detail and an assessment of her risks and how she could mitigate them.

As Kara explained, "the app made sure that I validated my assumptions. Importantly, I was able to have an advisor alongside who I invited into the app to make sure I stayed on track.

I grew more as a business owner through the bizezi business plan app. Who would have thought that learning though an app would improve my business nous AND give me a business plan."

BENEFITS

1. Funding was approved

While funding was approved I still had to pitch and explain my business. The elevator pitch part of the app helped a lot.

2. Having a mentor / Coach

It was incredibly helpful to get some additional advice to support my journey through the bizezi app.

3. More in touch with my business

Securing the niche for Lavish Mobile Spray Tanning was key to building the business in a sustainable way.



AT A GLANCE

CHALLENGES

- Consolidating the business
- Building new product lines
- Maintaining lower overheads

BENEFITS

- More growth in my niche market
- Deeper understanding of my market segments



KARA CULLEN

Founder at Lavish Mobile Spray Tanning

"Beauty is something that is inside every human. Lavish Mobile Spray Tanning helps our clients to express their beauty and to positively glow."