

May 2015

Marketing The Harp Centre of Wales – Telynu Teifi

Introduction

Jane Ryall was invited to work with staff from The Harp Centre of Wales - Telynu Teifi to review the business, with a particular focus on their marketing activity. This work was funded by the Wales Co-operative Centre.

How Jane helped

A new Marketing Plan was produced in close collaboration with staff and Board members. It outlines the history of trading for Telynu Teifi (TT), as well as information on the main market opportunities for future business growth. It provides practical recommendations on how TT should position itself in the future in order to achieve financial sustainability. New marketing objectives for the next 3 years were agreed which included:



- Targeted marketing campaign
- Maintain profitability through a sustainable pricing strategy
- Exploit new markets
- Education & awareness raising
- Develop additional income-generating services

Staff are now fully implementing actions from the report. Referring to Jane's services:

"You were exactly what we needed, and understood our situation well. It was a joy working with you, thank you".