

Background

We met with Corten Logistics, who had significant online logistics and marketing expertise.

The team had seen brands struggle to scale in the UK and internationally and they had a shared passion of solving the challenge of helping brands scale their business online worldwide

Business Navigation Services Approach

The Corten team worked with us through the Business Navigator process and Packshack was born! This process consists of a series of workshops to develop the business model and define the value proposition for potential clients.

A clear financial model was developed to break down all product services into units and create pricing and costing models. This model then enabled us to see the impact of scaling at each stage and identified the business finance required to bring the plan to fruition.

Results

The business has evolved very quickly and has developed bespoke technology to manage the whole process for clients from onboarding to fulfilment.

Packshack has got off to a great start, securing initial business investment and new premises, and is on track for over £5 million of revenue in year one.

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Working through the Business Navigator Process with the Business Navigation Services team has given us clarity and the confidence that our business idea had real potential to scale and make significant financial returns. We are ahead of plan and are experiencing great demand for our services.

The future looks very bright!

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Sam Yauner

**CEO and Co-Founder
Packshack Ltd**