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Cambridge, UK

BEANSTALK MANAGEMENT'S STRATEGY CONSULTING SERVICE PUTS CRM-PROVIDER PURPLE SEVEN ON GROWTH TRACK

Beanstalk Management, the leading corporate advisory house, has set Purple Seven on a clear path to growth after an intensive period of strategy consulting. Drawing on the experience of running their own businesses, working in industry and for large consulting firms, the Beanstalk team have brought a unique perspective to the company's critical planning activity.

Purple Seven develop and deliver effective hosted CRM solutions aimed at the performing arts market and other ticketed events. Founded in 2002, Purple Seven have closely tracked the emergence of hosted CRM for the arts and its commercial opportunities. Faced with a pressing need to grow their business significantly and take advantage of burgeoning market potential, Purple Seven enlisted the strategy consulting expertise of Beanstalk Management to help them develop a robust plan.

The Beanstalk team worked closely with Purple Seven on a bespoke approach to their planning, developing a deep understanding of the business, identifying the opportunities and challenges, and coaching the management team through the writing of a stretching yet achievable implementation plan.

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“Purple Seven have immense potential and like many SMEs face growing pains,” said Matthew Byatt, Director at Beanstalk Management. “Through this strategy consulting project, Beanstalk has been able to work with the Purple Seven management team on a succinct plan to put the company on the right trajectory.”

“Beanstalk has been an immense help to us. Their approach and clarity of thought has helped us focus on what’s really important in our business,” said Stuart Nicolle. “We have a very actionable plan which details what we aren’t going to do as well as what we are striving to achieve.”

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Editors Note:

Beanstalk Management is an innovative corporate finance house specialising as a business broker. Founded in 2005, Beanstalk are industry experts in buying and selling businesses, raising finance and strategy consulting.

Tags: Beanstalk Management Limited, hosted CRM solutions, Purple Seven, performing arts, strategy consulting, business broker, corporate advisory house UK