



## **Jeanette Sturiale 'The OPPORTUNITY Consultant' Case study Floral Magic Mareeba**

### **Proprietor Tracey O'Shea**

Tracey O'Shea was referred to me by a business colleague. After some discussion with Tracey I discovered that Floral Magic was a business being operated by a passionate, highly talented woman who was selling herself short.

I firstly implemented a series of business coaching sessions, these achieved some amazing outcomes:

- Analysed each sector of Tracey's business to establish the spread of energy and income capacity. I was specifically looking for areas which were being under sold and over serviced.
- We implemented some simple monitoring, quality control and tracking systems which identified some key areas of stock control which was corrected and made a difference immediately.
- During these sessions we identified a number of new business avenues which we developed.
- It was agreed that the Floral Magic marketing material needed a refresh

I implemented a new look which represented Tracey's modern and flair, this was transposed onto all their in-store marketing material.

I also assisted Tracey with her business profile and community involvement plan. Both of these documents are used in the business.

During our business coaching sessions Tracey identified one niche area of business, wedding planner. We developed a business model for this concept, and today it has become a product in Tracey's business which is gaining momentum.

It was a great pleasure to work with Tracey, I believe I injected energy, positive outlook, an outsiders perspective and support to her fantastic business.

Tracey has now expanded her business into Cairns operating from Irene Costa Bridal Boutique.