



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - CONSULTANCY IN ACTION

ZURMA BOTANICAL OIL STUDIO: **Recovering from loss**

When your business is suddenly hit by a major change overnight, it is a daunting and frightening time. Often small and medium size businesses feel that they have limited or no support to help them through this new unknown territory.

This is when an experienced Consultant can bring their skills and knowledge to work with you to guide you through a new plan, and a new way of doing things that matches your new business environment.

This is what Zurma Botanical Essential Oils did when their primarily wholesale business was in effect stopped in its tracks, as Covid forced all their customers to shut down their stores.



We were able to help them more than replace that wholesale business with new direct online customers through a range of business initiatives.

It also helped hugely that the team at Zurma are really focused on great customer service, and have a fabulous range of high quality natural and organic essential oils, skincare and treatments that really work!

Find out how we can help your business change and grow! Check out Zurma's beautiful products too!
www.zurma.co.nz

“At Zurma Botanical Oil Studio we recognised the need for business mentorship to help us recover from the losses experienced with the Covid lockdowns both financially and in opportunities lost.

We have been working with Stephen from APE for a number of months now to help get our business into better shape and focus in order to recover from the Covid-19 lockdowns and drop in turnover. His help has been excellent in getting us to focus on what is relevant and discard what is not. He has connected us with services which have helped get our IT infrastructure working better so that we have a better understanding of our financial situation. As well as how to make the most of what we have got to offer our customers.

As a result, our turnover since June 2020 has nearly doubled in comparison to the previous months in the last financial year. By being better able to focus on the fundamentals of our business we are able to secure the future of our business and make it profitable again. We highly recommend their services.



ZURMA
BOTANICAL OIL STUDIO

TREMANE BARR - ZURMA OWNER, OPERATOR