

KENT SOLUTIONS

CASE STUDY



SMALL BUSINESS OWNER

Background: A small business owner grappled with the weight of managing multiple marketing initiatives in her thriving business. Juggling various priorities and competing interests became overwhelming, especially with a small team.

Solution: We worked with the owner to provide structure to her initiatives through the use of Scrum, a project management framework. This involved organizing the projects for clarity; prioritizing the allocation of resources; and streamlining updates to ensure team alignment.

Results: Through the use of Scrum, the owner experienced:

- **Reduced Stress:** Handling multiple marketing tasks became easier, allowing focus on the core business.
- **Streamlined Workflow:** Improved processes led to better productivity.
- **Competitive Advantage:** Projects executed more effectively, giving a competitive edge.
- **Project Completion:** Her marketing initiatives exceeded her goals, and the project was completed on time and within budget.