

Case Study: Home business challenges

I thought long and hard about my decision to start my own business.

It was an exciting time but also pretty scary too. I hadn't appreciated how much there is to worry about – from accounting and business admin to keeping clients happy and making sure that the money is coming in.

“I was so busy working hard for my customers, that I didn't have time to take care of the back end business side of my own company.”

My challenge was understanding how technology could help me run my business. With time being the most precious commodity I have, creating my own website or thinking about what business software I needed was a non-starter.

I'm working from home full-time, so I needed someone who was sympathetic to my set up and who could also make suggestions that I could afford. Luckily, I was introduced to YostratO by a friend who'd been working with them.

Although I had limited experience with IT, I did have a fair idea of what I wanted.

“YostratO worked with me to understand my challenges and then delivered a cost effective solution which was far beyond what I could have achieved myself.”

They delivered a website that I am very proud of. They have also been able to guide me about how my business can grow through marketing and what steps I can take to make that happen. This has been invaluable.

As a micro business, cash flow is a critical element but generating and chasing invoices can be time-consuming. YostratO understood what I needed to do and made smart recommendations about software that would make my life easier.

They also helped me move across to the new way of working. With this in place, my company might be small today but it has sturdy foundations for growth.

YostratO are my go-to-guys every time. They are always at the end of the phone or email when I need them. They offer a wide range of services, meaning I have one point of contact which helps to simplify my business.

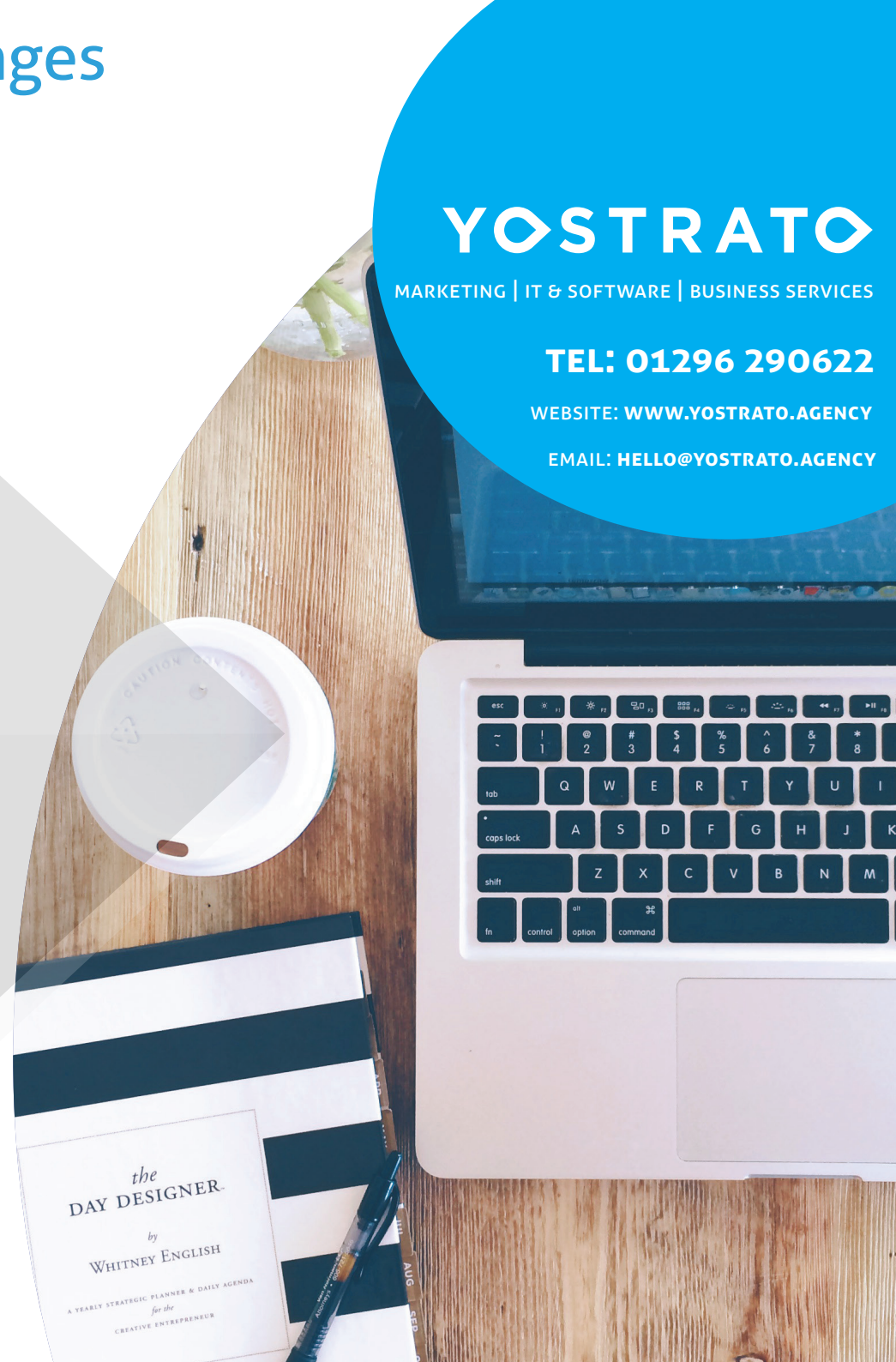
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MARKETING | IT & SOFTWARE | BUSINESS SERVICES

TEL: 01296 290622

WEBSITE: WWW.YOSTRATO.AGENCY

EMAIL: HELLO@YOSTRATO.AGENCY



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