



» **FAST FORWARD**
YOUR SOCIAL ENTERPRISE

CASE STUDY

WORKING WITH
DEVELOPMENT IN
SOCIAL ENTERPRISE

Business Support
Sustainability
Consultancy
Social Value
Asset Transfer

KEY FACTS

MISSION

To provide outstanding CRM services to enable clients to work smarter and increase capacity

SERVICES

CRM systems (design and build), consultancy, support and training, website integration

BUSINESS CHALLENGE

To assess and recommend models for business growth

ESTABLISHED

2013, year of incorporation; trading since 2009

LEGAL STRUCTURE

Limited company wholly owned by GMCVO, a registered charity

gmcvodatabases.org.uk

GMCVO Databases



GMCVO Databases provides bespoke Client Relationship Management (CRM) solutions for charities, voluntary organisations and small businesses, helping them to work smarter. With ambitions to expand beyond Greater Manchester, Development in Social Enterprise was engaged to assess the potential for growth.

GMCVO Databases was born when its parent charity (Greater Manchester Centre for Voluntary Organisation) identified the need to better manage its own data and struggled to find a suitable and affordable IT solution. They came across open source CRM software designed specifically for the voluntary sector – CiviCRM.

Using CiviCRM GMCVO was able to design and build its own database and soon discovered there were other not for profit organisations looking for tailor made solutions.

Within two years the demand for CRM services made it necessary to incorporate 'GMCVO Databases' as a social enterprise subsidiary of GMCVO - one of few CiviCRM specialists in the country. »

“We wanted the benefit of external consultants who would enable us to understand how best to grow the business and attract higher value contracts.”

Alex Whinnom, Chief Executive, GMCVO



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GMCVO Databases

» DISE began working with GMCVO Databases in 2014 when they approached us to look at their business growth strategy.

"We wanted the benefit of external expertise from consultants who would enable us to understand how best to grow the business and attract higher value contracts," says Alex Whinnom, Chief Executive of GMCVO.

A business and marketing plan had already been prepared which was reviewed as part of the brief.

"DISE were very thorough and held a series of meetings with our management team followed by detailed analysis of our core offer, customer base, pricing strategy, financial performance and projections. We also received an in-depth report on the market for our services looking at market size, competitors, how to reach our ideal customers and where the opportunities lie. It was a sizable piece of work and so incredibly useful that we are

planning to work with DISE again to help us appraise other GMCVO businesses."

DISE worked very closely with Jonman Cheung, GMCVO Databases Manager throughout the project:

"Having an independent perspective on our plans has not only improved our understanding of the business and our market, it has also increased our confidence and confirmed that we have been moving in the right direction.

"We are now in the process of implementing recommendations which we hope will enable GMCVO Databases to take off over the next couple of years.

"DISE understand our sector and what we are trying to achieve. The whole experience has been very valuable and we can highly recommend their services to organisations looking for professional social enterprise expertise." ■



Development in Social Enterprise CIC

We provide bespoke business support and consultancy services for social enterprises, charities, voluntary organisations and start-ups.

Our mission is simple.

Do Good Business and Create Social Value

»FAST FORWARD

YOUR SOCIAL ENTERPRISE

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