

# e-Business

## Support for SMEs



### Company:

Brennan & Burch

### SME Owners:

Lisa Brennan and Majida Burch

### Sector:

Interior Design Products

### Borough:

Barking & Dagenham

### e-Business Support Package:

E-commerce, Web, SEO, Social Media



100% Free, Verified by Lisa & Majida - Brennan & Burch

If you are an SME located in Newham, Barking & Dagenham or Havering and would like to find out more about our free e-Business support programme, contact us now:



[newham.ac.uk/ebusiness](https://newham.ac.uk/ebusiness)



[e-business@newham.ac.uk](mailto:e-business@newham.ac.uk)



Lisa and Maj have owned and operated their business for over twenty years. Having started as an independent fashion brand, selling globally from Tokyo to London, the team has since focused on interior products.

Lisa and Maj contacted the e-Business team to see how they could assist them in streamlining their online e-Commerce efforts, managing their website and merchant service better, and optimising their presence via search engines and social media-based promotion.

They were keen to learn how to achieve this without demanding large amounts of their already stretched time and resources—an all-too-common theme for many SMEs.

The e-Business team provided Lisa and Maj with the following tailored training sessions:

- **Social media management platforms**
- **Merchant services for websites**
- **Keyword analysis for highly effective copywriting**
- **Improving website wireframe, layout and navigation**

Both Maj and Lisa have welcomed the opportunity to mutually discuss ideas, taken advantage of the e-business training sessions, and implemented many of the suggestions discussed during their time so far on the e-Business programme.

There is still work to be done, but Maj and Lisa feel that their operations have more structure moving into 2023.

Brennan & Burch say, “Ayo helped Lisa gain confidence in Shopify features and learn to navigate her way through the site. She now feels confident to write blogs and is independently able to edit website pages.”



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