



Case Study:

Calgary Drop-in & Rehab Centre



Client

The Calgary Drop-In & Rehab Centre (DI) has operated a Woodwork Shop since 1999, providing training and supported employment to help participants achieve independence. At the same time, the DI's Woodwork Shop delivers quality custom wood products for both commercial and residential customers to generate revenue in order to sustain this program and give students hands-on experience.

Challenge

The Woodwork Shop, while successful in terms of generating sales and having a strong track record of having people secure employment in the trades upon completing the program, was losing money. The DI was looking for an approach and plan for the Woodwork Shop to become profitable as a social enterprise.

Approach

Our team led the DI's Woodwork Shop team through a process of:

- completing an assessment of potential opportunity areas to identify specific customer segments to pursue;
- completing an initial operations plan, 2-year financial projection and marketing and sales plan required to achieve target outcomes;
- developing a 90-day Action Plan for implementing the plan.

Result

The DI Woodwork Shop has been able to become profitable within its first year of embarking on its new business plan.



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