



COMPANY CASE STUDY

nFold's ability to understand the unique needs of small businesses and adapt their services accordingly sets them apart from other providers.

Problem

Clinic with Purpose is a South African collaborative platform that connects small businesses to consultants and service providers to find the right solutions for their growth and expansion. The company focuses on training and consulting across various industries, primarily in South Africa and other African countries.

Clinic with Purpose sought the expertise of nFold to help their clients develop professional company profiles and cover letters and to improve their proposal writing skills.

Solution

nFold addressed these challenges by offering tailored solutions to Clinic with Purpose's clients. We developed professional and engaging company profiles, cover letters and tender response templates for several small businesses.

nFold also conducted training workshops for small business owners and staff on professional proposal writing, executive summaries, and overall business writing.

We adapt our workshops to suit the audience's skill level, ensuring the content is relevant and accessible.

At a Glance

Clinic with Purpose identified two main challenges faced by their clients:

- The lack of professional company profiles and cover letters which are essential for businesses to present themselves effectively to potential clients and partners.
- Difficulty in writing professional responses to proposals, executive summaries, and overall business writing, particularly for small business owners whose first language is not English.



**Elmarie
Goosen**

Clinic with Purpose, Director

Elmarie Goosen, owner, and director of Clinic with Purpose, regularly receives feedback from clients regarding nFold's customer service, engaging workshops, and the quality of their deliverables,



"What I really love about the way that nFold works with our customers is that they understand small business and the challenges that small business owners have.

So, it's not overly academic. And they also meet the customer where they are."

Elmarie Goosen

Clinic with Purpose

RESULTS

Result One

Professional and persuasive company profiles.

Result Two

A library of templates that they can quickly adapt and use when responding to tenders.

Result Three

Improved proposal and business writing skills, leading to more effective communication with potential clients and partners.

CONCLUSION

nFold's ability to understand the unique needs of small businesses and adapt their services accordingly sets them apart from other providers. Clinic with Purpose highly recommends nFold to other small businesses seeking professional proposal support services.

