



## Greekatessen - Food of Gods LTD

Coast to Capital's Business Navigator Service exists to signpost small businesses and start-ups to the vital support they need to survive and grow. Based in Shoreham-by-Sea on the Sussex coast, our team of expert Business Navigators have an in-depth knowledge of the diverse Coast to Capital region, which stretches to Croydon in the North, Mole Valley in the East, Lewes in the west and also encompasses bustling Brighton & Hove and rural West Sussex.

### About (Greekatessen)

Greekatessen - Food of Gods LTD is a Greek food retailer based on outside Churchill Square, Brighton. The business was founded by Dimitri Koumiotis in September 2016 with an aim to sell authentic top quality Greek food products. Greekatessen will be opening on the 31<sup>st</sup> October and in the near future plan to expand to selling from a shop speciality cakes and confectionary. Dimitri contacted the Business Navigator Growth Hub as he was looking for support with starting up a business in the UK which was unfamiliar to him. Ryan Davies provided a one-to-one diagnostic service to identify Dimitri's business needs and signpost him to relevant support organisations.

### The Challenge

The immediate challenge in the start-up process was finding funding and investment for the business. Getting the right investment in a short space of time was vital during the start-up phase and the business could not progress without it. Along with funding support, Dimitri needed to make sure that he found the right business premises with a good footfall and make sure that he protected the intellectual property of his business.

### The Solution

The Navigator service introduced Dimitri to a number of organisations and programmes from the Coast to Capital Regional Growth Grant to Let's Do Business. Dimitri was able to find a suitable premises at Churchill Square and has now found the investment to start Greekatessen. Ryan put Dimitri in contact with the Intellectual Property office together as well as flagging up appropriate events in the local area to promote the business. Dimitri has progressed his business at a tremendous rate, acquiring premises, investment and registering company in a short amount of time.



**Dimitri Koumiotis,**  
**Greekatessen**

"I had the chance to talk, meet and be looked after by Ryan Davies who for 3+ months was right next to me whilst building & starting up my new business.

The Navigator service supported me with helpful answers to my questions & guided me through the start-up process for me as I was unfamiliar with the UK business environment.

Through Ryan Davies I've been able to make the right connections and get the right information for my new business

Opening my business is a dream and Ryan Davies has helped me to make it come true and I can't thank him enough for that."

*Greekatessen - Food of Gods LTD is located on outside Churchill Square commencing October 31<sup>st</sup>.*