

CASE STUDY

**Business
Medics⁺**

The Challenge.

Middlesex Aikido are a club owned by Aceso Therapy and are a Martial Arts Straining School based in Ruislip. They were anxious to differentiate their website from other practitioners in the field making it fresher and providing greater appeal to the layman.

The Approach.

Business Medics had little knowledge of Martial Arts or Aikido but spent a number of hours researching the subject and conducted a number of in depth discussions with Aikido Dan's. Through this they were able to distil thousands of years of learning into modern terminology without losing the spirit of the Martial Art.

The Solution.

The culmination of this process resulted in, well written copy for a website that will shortly be launched; truly encompassing the true sentiment of the Aikido Martial art as this [testimonial](#) will draw witness to.

The study of Aikido

