

Background and Problem

The Owner developed some automated sales order processing software and applied it to a mail order computer company run by his wife. This enabled them to change the supply chain from 28 days to a couple of days. He built up turnover to £200m and sold out for £4.5m. £3m was then used to develop computer telephony integration software and buy a large house.

The company now partners with Cisco and the product is in over 1,000 sites worldwide. However, the cash drain has been immense.

We were already working with the company to help drive sales when we were approached to raise a further £200k in flexible loan stock, secured against the company assets and the owner's house.

Actions Taken

Reviewed the documentation prepared by the experienced FD.

Discussed the outline proposal with RBS and gained agreement in principle that this was fundable.

Tailored the reports to better fit the requirements of fund raising.

Prepared an information memorandum and issued it to RBS.

It did not prove straight forward to gain funding for this company. However, through a lot of good joint working, we were able to raise a sufficient loan to enable the company to move forward.

The Result

The company can now progress further with its expansion plans into its global markets.

In the meantime, the CEO has asked us to carry out a strategic review of the business to maximise the sales opportunities.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**