

# Client Case Study

**Industry: High Performance Cars**  
**Business Area: Business Planning**

## **Background & Problem**

Business dealing with high performance cars required to develop a business plan to clarify their objectives for the future and to be used to attract funding into the business.

## **Actions Taken**

Spent time with the business, including the owners, to understand what they are trying to achieve and what markets they were aiming at. Then worked with them to explore the markets including contacting potential customers to gauge interest. Worked through the financial projections with the company ensuring that they were realistic and included possible grants.

Completed Business Plan for Company and then assisted them in presentations to Scottish Enterprise and Angel Investor syndicates to secure funding.

## **The Result**

The company have now attracted the funding required including matched funding from Scottish Enterprise. In addition one of the potential customers contacted during the preparation of the business plan has now placed a large order.

**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.**