

Background & Problem

The company designs, manufactures and installs bespoke kitchen cabinets, worktops and floors to individual customer requirements. Although the quality of the products and the craftsmanship is excellent, a lack of expertise in marketing and financial management has resulted in significant losses, which have jeopardised the survival of the business.

Action Taken

In cooperation with a marketing expert, a business and marketing plan is being developed which should see the business grow from its current turnover of £100,000 to £500,000 and beyond within 2 years. It is expected that external management assistance will be required for the foreseeable future.

At the same time, the financial problems are being addressed by injecting additional equity from both the original shareholders and new investors, and by obtaining debt financing from a financial institution.

The Result

The outlook for the company has improved, from one where going out of business was a near-certainty to one where significant growth and profits can be realistically forecast.

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.