

Background & Problem

The start-up software company was a pioneer in its field and had a unique, well-regarded, profitable product. But turning market- interest into volume sales was taking much longer than had been hoped. The company was losing money and cash-flow was a major problem. The Directors were concerned that the business was close to failure.

Action Taken

Negotiations with key suppliers, loan-investors and Government creditors (VAT and PAYE) secured some valuable breathing space to allow the marketing efforts to begin to pay off. Meanwhile, an invoice-factoring deal was set up which released 80% of the debtor-book to further stabilise the company's cash position.

The Result

The company was able to retain the appointments of its profitable lines of business and significantly improve profitability both in monetary and percentage terms.

**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.**