

Meeting Your Funding Needs



It's a cliché, but it's oh so true - Recession Rule No. 1:

Cash is King

You have cut costs, restructured your management team and your overhead base. You have increased your marketing spend and taken measures to improve your sales, but unless your business is built on a solid funding structure, it could all still fail.

How do banks and suppliers view your financial situation?

Companies with well structured finances will always be attractive to suppliers, business partners and indeed investors. Companies with extra access to credit / cash are better positioned to create a competitive advantage over their competitors. Companies with liquidity problems will have difficulty surviving this recession.

If you need funding:

- ◆ To finance Fixed Asset investments
- ◆ To finance expanding Working Capital needs, in the areas of Debtors & Stock
- ◆ To enhance your purchasing power at a time when profit margins, for everyone, are under severe pressure
- ◆ To acquire companies in distress or
- ◆ To survive the recession and be best placed to take advantage of the recovery

You should talk to your Focus Business Adviser

*Don't wait until it's too late
Take control — get help now!*



What FBA will do for you

- ◆ Review the present and future financial needs of your business
- ◆ Identify those areas which need to be fixed immediately, particularly if the business is in a financially distressed position
- ◆ Propose appropriate financial structures to meet these needs
- ◆ Identify those lenders who will most likely work with you
- ◆ Prepare proposals for introduction to appropriate lenders (including your present providers)
- ◆ Assist you to make presentations to and negotiate with prospective lenders/investors

Our approach is professional, practical and hands-on. In essence we offer:

Action and Advice that make the Difference to your Business's Funding Needs

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