



Capitalise Loans Top Half a Million Pounds!

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With 2006 drawing to a close, we have just agreed two new loans bringing our total book to over £500,000 and moving us closer to sustainability;

- Taris Ward and her husband had experienced a tough time following a redundancy. She worked with us to develop her Business Plan and the newly agreed loan has made it possible for her to launch 'Phase 1 Fitness' in St Leonards-on-Sea, an aerobics studio with therapy rooms and nutritional advice.
- Mike Powderly had also experienced redundancy recently and our loan helped him to move off New Deal and the benefits system to open his new business 'The Sussex Shop Ltd' which sells Sussex produce such as meat, poultry, fruit and vegetables from premises in Heathfield.

Achievements to mid-Dec 2006

Amount lent	£501,360
Business clients	63
Enquiries received	681
Businesses advised	248
Businesses assisted	216
Start-up's helped	85
New jobs created	89
Businesses sustained	17

In another development Capitalise client, Tortas (UK & Eire) Ltd, has just secured a major order from Waitrose which will see his popular Spanish Tortas (biscuits) appearing on supermarket shelves in the South East. Tortas is based in Mayfield, East Sussex and was established in 2006 by Kelham Pryke. The business imports these traditional handmade torta from Spain for distribution and sale within the UK.



Tortas
(Not to scale)

Kelham had identified the potential whilst working in Spain. Returning to the UK and becoming unemployed meant that Kelham did not have the financial resources to launch the product himself despite being able to evidence the potential through market research. Unfortunately, although the bank liked his business idea, they were unable to provide the funding required because of problems with his credit history.

Kelham approached Capitalise and met up with Mike Trotter, Loan Fund Manager to talk through the proposition and to develop a business plan. Happily, he was also able to secure some family finance in order to import a small supply of the Tortas and to demonstrate sales potential.

A successful loan application followed. Kelham then secured exclusive rights with his suppliers, sales in the UK and positive feedback from retailers and consumers. The funding enabled him to import sufficient stock to meet the initial demand, market the product further afield and also to approach larger retailers.

Without the capital injection from Capitalise, Kelham would have been unable to demonstrate the viability of his strong business brand and potential. The good news is that within 6 months of launch, he has now secured a contract with Waitrose to supply all their stores. Look out for them at your nearest Waitrose—they're delicious!

The Directors and staff of Capitalise – Graham Marley, Sean Dennis, Mike Trotter and Keir Dellar – would like to wish all our clients, business and community contacts a Happy Christmas and a Prosperous New Year. Thank you for all your support and assistance this year!

Capitalise Business Support Ltd
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Capitalise Business Support Ltd
Business Loans, Business Advice



Wishing all our friends a Happy Christmas & Prosperous New Year!

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