

## CASE STUDY:

# Record sales turnover and stabilised cash flow for industrial products supplier



## Overview

The business is one of the UK's largest providers of industrial cleaning products and personal protective equipment (PPE). Following rapid growth during the Covid-19 pandemic, the company's financial structure and processes were no longer fit-for purpose, and cash flow showed clear signs of being squeezed.

## Challenges

- No strategic growth plan or senior finance expertise.
- Limited financial management and leadership capabilities.
- Strained relations with the bank.
- Stretched team and strained financial structure.
- Inadequate financial controls, systems and process.
- Unreliable management information.
- Weak cash flow position.

“ Headstar was the perfect partner to support my business through unprecedented growth, providing the expert finance consultancy and recruitment services we required to grow sustainably and profitably.

They immediately understood the challenges we faced and their expertise meant we were able to put the right solutions in place, both in the short and long term.

Managing Director

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## Our Approach

Our Headstar Portfolio Finance Director (FD) worked closely with the Managing Director to understand the key issues and achieve the following solutions:

- Established a process and regime for bringing the company's rapid growth under control.
- Addressed the immediate issues to stabilise and improve cash flow.
- Reviewed the finance structure to understand knowledge and skills gaps.
- Instigated the recruitment of a Finance Manager to provide senior-level leadership.
- Put the business in a position to generate a much stronger balance sheet.
- Worked with the owner to focus sales force strategy on profit and cash generation.
- Supported the business to achieve a record sales turnover increase of 150% while retaining a stable cash flow position, including a £2m refinance package with the bank.

## Results

### Expert Advice

Headstar Portfolio Finance Director identified and introduced measures to address cashflow challenges.

### Improved Decision Making

The business rebuilt its strategy to focus the sales team on profit and cash generation.

### Turnover & Cash Flow

The business went on to record its strongest performance with turnover up by 150% and cash flow under control.

### Successful Appointment

Headstar's recruitment expertise utilised to attract and recruit experienced manager to provide senior-level financial leadership.

**Get in touch to find out how a Headstar Portfolio Finance Director can help to transform your customer's business**

[info@headstar.co.uk](mailto:info@headstar.co.uk)

**0113 457 9990**