

How a £200,000 loan transformed this business' operations and boosted growth



MATTHEW
BUSINESS OWNER

The challenge the business was facing

In Winter 2024, Struell Contracts, a limited company specialised in the installation of artificial sports pitches in the UK, was facing challenges with their supply chain. Every time an order to fulfil a contract was placed, they had to wait for astro turfing materials to arrive from China. The journey could take nine to eleven weeks. As a result of this long time lag, Struell Contracts was constrained to offer installation dates 11 weeks in the future to all their clients.

This delay made it difficult to be competitive, and the company lost a lot of customers, who were simply not willing to wait for that long. Matthew, the business owner, understood they needed a way to buy stock upfront, so they could start work immediately when an order came in and be competitive.

How Capitalise and the FSB helped

Matthew reached out to Graeme Weir, their advisor at the Federation of Small Businesses (FSB), for support. Graeme recommended looking into funding. Through the FSB's partnership with Capitalise, they could provide Struell Contracts with access to a marketplace of over 100 business lenders.

At Capitalise, the business received support from a dedicated funding specialist who guided Matthew throughout the entire process, helping him stay on track of their application, ensuring all required documents were provided promptly and that the best possible application was presented to suitable lenders. That support from a funding specialist was instrumental for Matthew, as a busy business owner he could focus on his core business, whilst Capitalise worked on securing a £200,000 working capital loan.

What this meant for the business

With a £200,000 loan secured, Struell Contracts purchased stock ahead of the busy season starting March 2025, eliminating the long waiting period for turf delivery. This access to stock instantly made the business much more competitive, as they could now offer quicker turnaround times than before. The company was now standing apart from competitors who were still reliant on long delivery times.

Additionally, by paying upfront, Matthew could negotiate a better deal with his supplier, improving his material costs.

With stock readily available, Struell Contracts is now in a stronger position to take on larger commercial contracts.