

Asset Finance

Get the right tools for the job.

Asset Finance and
Management Services



Introduction:

Total lending by banks and building societies fell by £300 million in the first three months of 2013, leaving struggling small businesses 'out in the cold' – Daily Mail, July 2013.

We all know the old adage 'a bad workman always blames his tools'. But sometimes good workmen blame their tools too – especially if their tools are outdated or not suitable for the job at hand.

Whatever your business and whatever your industry, there's always going to be a piece of equipment that you and your organisation need to perform at an optimum level. This can be anything from 300 computers and phones for a call centre to an entire factory line for the manufacturing industry.

But why should you invest in new equipment instead of relying on the 'make-do-and-mend' attitude?

1

Efficiency and effectiveness

At one time or another we've all had to work on that office computer that takes 15 minutes to open a document. So, we all know how frustrating it can be to try and work with inferior equipment. Some of us though, may have also been lucky enough to use the brand new computers and software when they first hit the office, and that's a different story all together.

When you are using the right tool for a job, whether it's a piece of high-end computer software, an industrial cement mixer or a CNC milling machine, you are able to perform the job at an optimum standard and help give your customers the highest level of service.

The right equipment means that staff can get on with the job they have been employed to do and spend less time trying to 'mend' the ongoing equipment issues.

2

Technological advances and automation

Technology is rapidly advancing and new tools and equipment are appearing on the market every single day. These new arrivals not only promise bigger and better features than ever before, but can even streamline your working processes. In some cases, technology-led automation can dramatically affect your working processes by reducing your need for human resources.

By spending money on the latest technological advances and automating aspects of your operations, you can reduce your overheads, reduce your error rates and increase productivity.

The implementation of the latest technologies for the non-automated parts of your operation can also have a dramatic effect. The replacement of antiquated equipment can mean that your staff have the chance to finally 'spread their wings' and perform without the limitations of old equipment.

3

Employee engagement levels

In order for your organisation to provide the best product/service, you need every member of your staff 'firing on all cylinders'. Having to work with sub-standard equipment can be a real drain on employee enthusiasm and engagement.

But, by showing that you care about your employees' working environment and by investing in the best tools and equipment, you can create an engaging environment for staff and increase their enthusiasm for the role.

Why is this important? Well, according to Oracle '81% of consumers are willing to pay more for superior customer experience, with nearly half (44%) willing to pay a premium of more than 5%'.

This means that if you are able provide your customers with an industry-leading customer experience (regardless of your industry), then you are more likely to win more business and increase your revenue.

4

Reducing staff turnover and costs

Recruiting staff can be a costly activity (sometimes costing thousands of pounds per new recruit). Even after you've recruited new staff, you still have to train them and accept that they won't be performing at an optimal level for the first few weeks.

However, by investing in the right tools and equipment, you can keep your current employees engaged (as mentioned above) which in turn will reduce your staff turnover.

Whether it's new office furniture, the latest software, manufacturing equipment or even business-related vehicles, the right tools for the job can help you reduce your overall costs and increase your productivity.

Engaged staff are not only less likely to leave your organisation, but are more likely to be focused on their role, more interactive with other staff, and more likely to help create a better customer experience.

5

Getting the job done right

Having discussed efficiency, safety and reducing costs; the main reason to invest in new tools and technology is simply to make sure you are providing the best possible product/service to your customers/clients.

The goal of every business is to sell an industry-leading product/service, in such a way that generates repeat sales and also turns customers into brand evangelists.

To make sure you and your organisation have the best possible chance of fulfilling this aim, don't settle for anything but the best tools and equipment.

Conclusion

You're probably thinking 'I know I need new equipment, but it's such a big decision and I don't want to tie up lots of capital'. That's a common response from most businesses at the moment. Many organisations are starting to see the green shoots of recovery, however given the recent economic climate it's understandable that they want to protect and manage their cash flow.

The alternative is asset finance, and although this industry saw 17% growth in 2012 to encompass £1.4 billion (on IT equipment alone); it still receives some relatively bad press.

Certain asset finance organisations have been known in the past to use 'questionable' techniques which have meant that lots of businesses today don't consider financing/leasing as a viable option.

However...

an asset finance company that offers flexibility, support and transparency from the outset will not only allow you to acquire the equipment you need; but also give you the opportunity to enjoy the benefits mentioned above and free up the capital currently tied up in your equipment/tools.

If you'd like to find out how simple, honest and customer-focused asset finance can help improve your business,

simply email us at: **contact@maxxia.co.uk** or visit: **maxxia.co.uk**

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