



# MARLBOROUGH

## THE MARLBOROUGH CONSULTANCY & SUPPORT SERVICE

The Marlborough Consultancy & Support Service is available to you from the day that we are instructed, throughout the period leading up to completion of your purchase and for the twelve months of trade, thereafter. The bank insists upon Marlborough providing this service as a condition of lending, as it has been proven to contribute to the successful launch of licensed trade ventures through the most vulnerable period of any business.

As a result of Marlborough's involvement, and the associated reduction in the bank's perceived risk, your borrowing requirements can be portrayed in a greatly enhanced manner and you, therefore, gain access to the most competitive lending terms available in today's market.

Some of the key aspects of the Marlborough Consultancy & Support Service are listed below. This list is, by no means, exhaustive - Marlborough have advised upon hundreds of diverse licensed trade ventures over a period of more than thirty years and we confidently expect to be able to offer a practical solution to virtually any eventuality!

### **Prior to and (where applicable) during the twelve months following your purchase, Marlborough will:**

- Carry out a thorough Appraisal of the business that you wish to purchase and discuss its strengths, weaknesses, opportunities and threats with you.
- Prepare detailed financial projections, including Cash Flow Forecasts and projected Trading & Profit and Loss Accounts, which will be explained to and discussed with you prior to being finalised.
- Compile comprehensive and professionally packaged Business Plans for submission to the bank and (where applicable) the landlord.
- Liaise on your behalf with all parties involved in the transaction, including the bank, the vendor, solicitors, accountants, insurers, landlords, agents, breweries, etc. and, where applicable, conduct appropriate negotiations.

- Appoint a dedicated Relationship Manager to care for your needs following completion of your purchase.
- Recommend suitable trade professionals, such as solicitors, accountants, stock auditors, structural surveyors, etc. In most circumstances, we are also able to offer specially negotiated discounts on the services of these professionals.
- Introduce you to trade suppliers, again, offering the benefit of specially negotiated supply arrangements, including preferential discounts and credit terms, free product and promotional assistance.
- Advise you upon marketing strategy, pricing, product ranges, employment issues and just about any other aspect of successfully conducting your business.

At your request, a senior member of our team will conduct a major review meeting (typically three to four months following your purchase).

You will have unlimited access to any member of our team to discuss any aspect of your business at all times.