

Finance

The Chicken AND the Egg

Steve Harris of Shire Technology Finance explains that it is now possible to acquire a new engraving machine without the initial cash outlay

My experience with small businesses is that they are often faced with the 'chicken and egg' dilemma; needing a new piece of machinery to develop their business but not necessarily having the required cash flow to finance the initial investment.

This has proven particularly true within the trophy and engraving industry. Many of the retailers I deal with have recognised how much income can be made from offering an engraving service - perhaps simply from looking at the main players in the industry who seem to be doing very well out of it! Only there is a problem: to be in a position to earn that substantial extra amount of cash they need to have money available in the first place. And what do you do when you know that an all-singing all-dancing engraving machine that can do everything from pet tags, brass plates, badges, tankards or glass, represents an investment in excess of £9,000 plus VAT...

But there is good news. Working with Gravograph, Shire Technology Finance has devised a finance package that specifically addresses this problem. It is simple and works very well; get a brand new top of the range engraving machine delivered and installed, start making money and have nothing to pay for a whole six months!

"Where is the catch?" is the question often asked to me. The best way to answer this is to look at the key elements of the offer:

- **Machine** - you get a top quality machine and support from Gravograph (who perhaps are not number one by accident...)
- **Choice** - you can either choose to finance the investment over 3 or 5 years.
- **Flexibility** - you can finance the whole investment or pay a part in cash and finance the balance through leasing.

- **Experience** - Shire Technology Finance have extensive experience of dealing with non limited and limited companies from 0 - 100+ years trading!

- **Cost** - deferred finance (*subject to credit clearance) only costs a few extra pounds a month compared to straight forward payment. For instance, the difference in cost on a £5,000 investment is less than £7 per month! (*Based on a 5 year lease and subject to credit clearance)

- **Ownership** - the equipment becomes yours at the end of the finance period for as little as £95!

- **Benefits** - leasing is a very beneficial way of financing investments. Not only are payments tax efficient, they are at a fixed rate so you can easily budget and see how the machine can pay for itself!

The table below illustrates the financing of some of Gravograph's best selling systems:

System	Typical set up cost*	First 6 months	Followed by 60 monthly payments of**	Cost per week
Gravograph M20	£3,750	Pay nothing	£92.14	£21.26
Gravograph M40	£4,970	Pay nothing	£122.11	£28.18
Gravograph M40G	£9,940	Pay nothing	£244.23	£56.36

* **Typical set up includes: machine, software, tools, delivery, installation and training**

** **Finance also available over shorter periods and subject to credit clearance**

With this type of finance now available it becomes difficult to find reasons not to offer a lucrative engraving service...

For more information on finance, you can contact Steve Harris or Gravograph direct.