

## WHICH LENDERS HAVE THE APPETITE FOR BUSINESS FINANCE



YOU don't need us to tell you that raising finance can sometimes be a hassle. The local bank manager has disappeared, and if you are lucky enough to sit down with someone, they are not always the most helpful and quite often, you can walk out having been told that the "computer says no!"

But why might a bank decline your application for business finance? Even if your

business is successful and growing, you can be faced with a bank which just doesn't want to provide you with finance. But why?

There are several other factors that might affect the willingness of a bank to lend money to your business. The most obvious ones tend to be focused on the wider economy and general levels of business activity, and these are ones which, even if you don't agree with, you might be able to understand.

The less obvious factors, however, are likely to be internal to the banks and to a large degree, confidential.

For example, some of the banks may be in danger of breaching their internal sector limits. If a bank has increased

its exposure in say, the food industry without offsetting this with increased lending to other product areas such as Healthcare, Education, or Retail, then its loan book will become unbalanced. This means that the bank is unwilling to provide more finance in this sector, until they have balanced these areas. Therefore, they might over-compensate by restricting their provisions, to the food industry, until this is achieved.

You might be forgiven for thinking this all sounds overcomplicated. And, it can be. One of the trickiest aspects of arranging commercial finance is identifying which lenders have the right appetite for your business and the industry you are in – and

### ASC PROVIDING FINANCE SOLUTIONS FOR NFMFT MEMBERS!

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ASC Finance for Business are commercial finance brokers who have been successfully raising finance for businesses across the UK for over 40 years. For a no obligation discussion with a local director, visit their website or call 0207 616 6628.

where a commercial finance broker can help identify the banks which are able to provide finance – so you can concentrate on running your business. ■

## Real Pies for Real

The Real Pie Company was set up by a family of artisan butchers 16 years ago. Customers loved the pies so much that the family started a dedicated pie kitchen to cope with demand. The Real Pie Company still hold true to these "freshly baked", artisan principles. All Real Pies are hand-crafted, baked in small batches under the watchful eyes of Real Pie chefs. They have full farm to fork traceability and contain only British ingredients, wherever possible, locally sourced. Real Pies are uncompromisingly wholesome and excellent value.

Today's consumers are looking for quality products and are prepared to pay a price for a premium pie. Consumers are also seeking out local, British made products. The Real Pie Company range can fill these current consumer demands.

The range has been extended and now includes over 17 savoury Pies as well as sausage rolls, the Sussex Pasty,

## STOCK AN A



NOTTINGHAMSHIRE COUNCIL  
OF RETAIL MEAT TRADERS

### TWENTY SECOND ROBIN HOOD CHAMPIONSHIP

at the NOTTINGHAMSHIRE COUNTY SHOW,  
Newark, Notts

SUNDAY 15th MAY 2016

Sausage, Pie, Savoury Pastry and Sweet Pie Evaluation

**FOODCOMMERCE**  
NFMFT affinity partner

Exclusive to NFMFT members  
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