

## Car Safe Ltd, Bolton

### The business idea



Liam Davies approached BBV in June 2015. Born from working in the claims management business, his idea was to import, sell and install dashboard cameras to the general public via EBay and his own website. Liam had some savings which he used to purchase samples and small quantities at various price points in order to test the market. Liam worked with June Poree, a BBV adviser, to develop his Business Plan.

### The challenges

The opportunity arose for Liam to partner with a local insurance broker with a large portfolio of commercial vehicle insurance clients. In order to supply these clients, a much higher level of stock was required and finance was needed to cover these costs. Detailed financial projections were discussed and developed together with a supporting Business Plan. A successful application was made to Virgin Start Up Loans.

**“June helped me to think through my strategy, to understand the financial dynamics of my business and to structure what proved to be a successful loan application “**

### Programme impact

Car Safe is now up and running, still selling online to the general public but now with a dedicated telesales operative targeting companies with fleets of commercial vehicles .

The company has moved into commercial premises and has separate storage facilities for stock.

A range of 5 dashboard cameras have been purchased from China at various price points.

The company now has the stock available to generate the profit required to place increased future orders.

A partnership with a second local insurance broker is in the early stages of negotiation.

[www.carsafeltd.co.uk](http://www.carsafeltd.co.uk)

The Cavendish Consortium is a group made up of six of the largest enterprise agencies across England together with the National Enterprise Network.

It's members are amongst the most prominent not-for-profit social enterprises in the country.

