



"A working capital facility from Woodsford TradeBridge has helped this successful family-owned retail business to weather the storm on the high street and emerge stronger than ever."

Murray Stevenson | Sales Director, Woodsford TradeBridge



"With Woodsford TradeBridge there are no huge non-utilisation fees for our business"

We are a multi-channel, family run, lingerie and sex toy retailer, created by women for women.

Our belief is that every woman should be able to look in the mirror, check themselves out and feel confident about the woman staring back. We will proudly celebrate the inner sexuality of every woman because nothing is sexier than when she is feeling herself.

This path to sexual empowerment has been paved by our founder and CEO, who recently won a female activist award in the 2019 Retail Week awards.

Our business operates across multiple channels including traditional stores, the web and wholesale.

In line with the whole of the retail industry, we're reacting to disrupters by transitioning to a data-led model, focusing on a digital and customer-centric approach to retail.



### Our customers

The constant challenge for every multichannel retailer in the current climate is to understand the shopping habits of your customer so you can appreciate their true value. This challenge means that we are forced to continually innovate in the way that we deliver the shopping experience to enhance customer loyalty and keep them coming back for more.



## Financing growth

We're a private, family-run business with a strong asset base and a significant store portfolio. This store estate comes with high fixed costs (rent, rates and service charge) which are typically due quarterly. As a result, this can cause pressure in the working capital cycle.

Traditional sources of bank finance can be an expensive way to fund these short-term cash requirements with yearlong non-utilisation charges, making funding the short term expensive.



## Our relationship with Woodsford TradeBridge

Supply chain finance, as an alternative, was never really on our radar before we were introduced to Woodsford TradeBridge. After a trail lasting 6 months, we were convinced that this type of facility was the right answer to our short-term financing needs.

The beauty of the facility is that you can dip into it as little or frequently as you choose, and they only charge when it is utilised. That allows us the flexibility to continue to fund innovation, even during busy periods, so we can push forward with our growth plans.

Adding Woodsford TradeBridge to our funding structure has also engendered a spirit of partnership with some of our suppliers, allowing us to be flexible and pay them early if they request it without adversely affecting our cash flows.

This facility works seamlessly for us, and the team at Woodsford TradeBridge work hard to understand our business and culture and are a true business partner for us.



Get in touch to find out how Woodsford TradeBridge can help you make your company's cash flow more flexible.



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