



Import Export Support

confidence through clarity

CLIPBOARD CASE STUDY

Masters Logistical
Services



In business development there's more than one way to win

Everyone in business knows bringing in new clients is hard and sometimes months of work doesn't give you the result you deserve. However, as this recent case study shows, even if you don't win the big prize, a forward thinking business can still take positives out of the process.

The issue

Masters is an award winning warehousing and distribution business with 120 clients across the UK. Adding new clients to the list is the responsibility of Mervyn Jeffery, Masters' Business & Commercial Development Manager, who had approached a business considering moving their warehousing arrangements. The client's imported giftware required a Government Bonded Warehouse (Bond), a customs controlled facility that allows a business to defer paying import tax. However, at that time Masters did not have a Bond facility. As Mervyn says "Government Bond is a strange thing, you can't offer it unless you have a client that uses it". He continues "To potentially win the business, we needed help with this".

The solution

An online search led Masters to ImportExportSupport and IES MD Tracey Renshaw came over for a meeting. The Masters management team quickly saw that Tracey's experience and knowledge of Bond and HMRC were what they needed. Mervyn Jeffery says Masters are choosy about who they work with: "We ask ourselves 'Are they Masters people'", he continues "Tracey came across straightaway as being incredibly knowledgeable, she understood the time scales - and she also understood the Masters' values".

Working to tight deadlines, Tracey produced a report which outlined the solutions for Masters. These included outsourcing the Bond to a bureau or setting up an internal system. Mervyn says "Tracey gave us the options, helped us understand the costs and the exposure to the business".

MASTERS

**"Tracey Renshaw's
depth of knowledge
and understanding
is outstanding"**

Mervyn Jeffery, Business &
Commercial Development
Manager, Masters



“Tracey is very credible and has real integrity. For a people focused business like Masters, that’s important”

Mervyn Jeffery, Business & Commercial Development Manager, Masters

Images: Mervyn Jeffery; Masters warehouse in Cambridgeshire

This thorough planning enabled Masters to make a compelling presentation to the giftware business who were left in no doubt that Masters could give them the high level of service they needed.

Results

Despite a protracted period of negotiation, in the end contractual obstacles meant the client remained with their existing warehouse supplier. However for Masters this doesn't mean the process has been wasted.

Firstly, Masters now have a clear process to put a Bond in place. This means they can offer this service to existing and other potential clients.

Secondly, Masters and IES have formed a useful working relationship. As Mervyn Jeffery says “When you're dealing with HMRC you can't make mistakes. Tracey's background and experience is very reassuring”.

And thirdly, Mervyn's business experience tells him there is a long-term opportunity in Bonded Warehousing, a service which is likely to be increasingly important in the post-Brexit logistics industry.

To find out how IES can help your business:
Call Tracey Renshaw on 07710 238113
Email: tracey@importexportssupport.co.uk
Go to: importexportssupport.co.uk



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In brief

Masters saw an opportunity to win a contract with a new client, however, they needed to demonstrate they could add Bonded Warehousing to their award-winning service.

They brought in Import Export Support and IES MD Tracey Renshaw showed that she could not only supply the right advice but also fit straight into the

Masters way of working.

Despite a thorough and compelling presentation, contractual obstacles meant the client didn't award the business to Masters.

However, Masters came away having added Bond to their service, knowing it will be important in the post-Brexit logistics industry.