



# Case Study

## Wilcare Wales Ltd

Wilcare Wales Ltd is a flourishing company, which manufactures bespoke “rise and recline” chairs for private individuals, the NHS, social services, private nursing homes and charities. The company offers a stock of over 200 chairs so reducing the customer’s waiting times significantly. Wilcare Wales take pride in producing high quality chairs in a variety of sizes and styles that are custom-made to fit virtually everyone.

Originally based in Tonyrefail, the company has grown significantly and has recently moved to a larger factory and office complex in The Vale Business Park, Llandow as part of their long-term business strategy. Employing 27 people, Wilcare Wales is owned by Directors, Anthony Kiff and Paul Howells.

Looking forward, the company plans to expand their market base with the introduction of a range of electronically operated beds, imported direct from Germany to capitalise on the growing market for high quality homecare products that are being purchased by the affluent silver market.

## How we helped

The founding director and chairman Marcus Wilkinson’s retirement plans and the business succession plans were put in place several years ago, with Anthony Kiff working alongside Marcus to ensure a smooth transition.

Broomfield and Alexander’s Corporate Finance team successfully negotiated the management buy-out deal that finalised these plans.

Our role has included:

- ◆ Preparing business and succession plans and financial forecasts
- ◆ Advising the management team through the buy-out deal
- ◆ Negotiating £500,000 funding from property loans, factoring and a Small Firms Loan Guarantee Scheme
- ◆ Providing professional advice and consultation on funding



## What Wilcare Wales had to say about us

“Broomfield & Alexander have advised us for several years and again played a pivotal role in the final stages of our long-term succession plans. This Management buy-out process has been very smooth and we are now making plans to expand our market base with the introduction of new product lines. “

Anthony Kiff Managing Director Wilcare Wales Limited