

Business Intelligence Report



OVERVIEW

This company report is designed to provide corporate information about **Williams Tarr Holdings Limited**.

This report is designed to assist the user in establishing the basic facts about a company of interest and identifying potential areas of interest. Users are reminded that the information contained within this report is intended to be used as a starting point only and that the decision making process should include further detailed and specific research. The use of primary business ratios is intended to supplement the basic information contained within the report. The results of ratio analysis do not on their own form a suitable basis for decision making and they need to be compared to both company and industry yardsticks. Careful attention must be paid to the defining terms used to calculate ratios and to the accounting policies used by individual companies, as both vary.

The data contained within this document is drawn from information provided by the company and held within the public domain. Primary analysis is based on financial data provided by the statutory accounts, where the accounts permit analysis. Some smaller companies are exempt from filing full accounts under the Companies Act and hence the analysis drawn from the financial data is limited. While every effort is made to ensure the accuracy of the data and information contained within this report no liability can be accepted for any errors or omissions.

The report focuses on, and provides data in the following areas:

- 1 Company Information
 - 2 Share Information & Company Structure
 - 3 Director Information
 - 4 Summary Financial Information
 - 5 Key Financial Ratios and Points of Interest
 - 6 Other Business Information
 - 7 News
- How to Use This Report

This is an example report annotated to show you how each section could be used if using this research before a first meeting or if deciding to build a relationship with a company. The examples are not exhaustive, but give an idea of how our reports can be used to get the best results



COMPANY INFORMATION

Company Name Address	Williams Tarr Holdings Ltd Bridge Road Woolston Warrington WA1 4AU	Number of Employees	75
Nature of Business	Williams Tarr is involved in the identification and realisation of development opportunities, residential development and construction services for new build, extensions, refurbishment, renovation and maintenance of industrial and commercial premises.		
Website	www.williams-tarr.co.uk		
Phone	01925 828877		
Type of Company	Private Limited Company		
Name in Full	WILLIAMS TARR HOLDINGS LTD		
Previous Name(s)	Barbould Estates & Properties Limited		
Date(s) of Change(s)	March 1989		
Auditors	Baker Tilly UK Audit LLP		

Company Information -
The basic information about the company allows you to quickly establish what they do, where they are and how big they are

You can establish if they have recently moved or if they have recently changed their name

Knowing who their current advisors are, such as auditors, bankers and solicitors can give you an idea of their current service levels or a way into contacts at the organisation

SHARE INFORMATION & COMPANY STRUCTURE

Issued Shares Type	Number in Issue	Value
Ordinary	1,200,000	£1,200,000
TOTAL	1,200,000	

Major Shareholders Name	Type	Number of Shares
Julia Ann Wilkinson Discretionary Trust	Ordinary	1,200,000
John Michael Wilkinson	Ordinary	
David Michael Wilkinson	Ordinary	
John Charles Edward Wilinon	Ordinary	
Julia Ann Wilkinson	Ordinary	

Company Structure -
Knowing the amount and value of shares and who holds these shares can help identify potential complications during a sale, shareholder issues or perhaps the desire to build effective vehicles to reduce tax, pass shares on to family or

The number and nature of subsidiaries can help to identify future acquisitions for the company or help identify potential partners

Joint Ventures, Associates & Subsidiaries Subsidiary / Associate / JV	Activities	Ownership
Williams Tarr Construction Limited	Building	100%
Williams Tarr Property Holdings Limited	Property development	
Williams Tarr Homes Limited	Housing development	
Williams Tarr Developments Limited	Land development	
Williams Tarr Residential (Chester) Limited	Housing estates	
Williams Tarr EBT Limited	Dormant	
Williams Tarr Design & Build Limited	Dormant	
Williams Tarr & Company Limited	Dormant	
Williams Tarr Investment Properties Limited (Formerly Birkdale Investments Limited)	Dormant	
Advanced Cladding Services Limited	Roofing & Cladding	WT Construction Ltd 100%
Williams Tarr Developments (Wharfside) Limited	Land development	WT Developments Ltd 100%
Jones Tarr Developments Limited	Dormant	50%



SUMMARY FINANCIAL INFORMATION

Year End 31 December
 Most Recent Filed Accounts 31 December 2009
 Next Accounts Due 31 October 2009
 Year Ending 2007

Financial Information -
 Financial data not only gives an indication of size, but also the type of work a professional advisor might be able to do

At a year end the company may be looking to move accountants or look at new initiatives to extract cash from the business. It might also be the time the business managers are looking forward to expand the business in the coming year and look at growth strategies

Summary Profit & Loss Data

	2007	
	Value	% Sales
Turnover	£29,987,582	100.0
Gross Profit	£3,894,871	12.99
Operating Profit	£1,171,083	3.90
Interest Charges	£127,049	0.42
PBT	£1,307,559	4.36

Summary Balance Sheet Data

	2007	2006
Fixed Assets	£1,536,786	£1,436,272
Current Assets	£18,434,146	£17,198,052
Current Liabilities	£9,056,860	£8,811,000
Net Current Assets	£9,377,286	£8,387,052
Total Assets Less Current Liabilities	£10,914,072	£9,823,324
Long Term Liabilities	£550,000	£550,000
Shareholders Funds	£10,364,072	£9,273,324

Balance sheet data can show cash strain or a reliance upon creditors to fund cashflow. It can be a useful indicator of resource use within the business and whether the company can benefit from leaner strategies

Other Summary Financial Information where available (Latest Figures)

	2007	2006
Turnover Breakdown - UK	£29,987,582	£29,987,582
Turnover Breakdown - Europe	£0	0.00%
Turnover Breakdown - ROW	£0	0.00%
Audit Fee	£24,250	0.08%
Non-Audit Fee	£10,870	0.04%
Directors Remuneration	£669,461	2.23%
Highest Paid Director	£306,203	1.02%
Employee Costs	£3,446,471	11.49%

Creditor levels can indicate how quickly you are likely to get paid as a supplier

Other financial information can help gauge the right price for services. Knowing how much their current audit costs means you pitch at the right level. As a professional advisor, knowing if they use non-audit services can indicate how receptive to external advice they are.

Knowing how much the directors draw can help plan for a sale of the company for example as it allows an appraisal of the required selling price and whether this is achievable. Employee costs can indicate potential costs of relocation or redundancy

KEY RATIOS & POINTS OF INTEREST

Key Financial Ratios & Analysis (Latest Figures)

<p>Profitability Ratios</p> <p>Gross Profit</p> <p>Net / Operating Profit</p> <p>Return on Capital Employed</p>	<p>Ratios give a good indication of business performance and where the company may need assistance with resource use</p>	<p>12.99%</p> <p>3.91%</p> <p>10.73%</p>	
<p>Efficiency Ratios</p> <p>Asset Turnover</p> <p>Stock Turnover</p> <p>Debtor Days</p> <p>Creditor Days</p> <p>Current Ratio</p>		<p>It can also show the strain on creditors and whether or not a company pays quickly</p>	<p>2.75</p> <p>3.96</p> <p>60</p> <p>127</p> <p>204%</p>
<p>Debt Ratios</p> <p>Gearing</p> <p>Interest Cover</p>			<p>Ratios can also indicate a reliance on borrowing</p>

Points of Interest

The Director's Report mentions the 'Credit Crunch' several times.

- With the retraction of the housing market, the firm stated that it would focus its efforts on the commercial, retail and industrial development opportunities, however, these would require substantial capital input.
- The directors acknowledge that they have won several contracts in the private sector and that the company earns a 'fair reward' for these services.
- The public sector work has been hit by only large companies winning work at very low margins, making the work difficult to win and complete. It also makes it very difficult to improve margins, especially when clients are passing greater risks onto the contractor.
- The group is fortunate that it is not exposed to a large amount of unsold housing stock at a time when the market has been 'decimated by the irresponsible actions of certain sections of the banking industry, who recklessly gambled their banks cash reserves in an attempt to obtain a quick short term profit.'

Our extra points of interest section is unique and compiled by looking critically at the accounts in depth. It has flagged up issues such as undervalued assets in the accounts and highlights any points that may help to give a better understanding of the position of the company.

It can give an idea of the directors attitude to the years ahead and can often highlight issues or strengths that don't show on the balance sheet.



OTHER BUSINESS INFORMATION & CORPORATE NEWS

The Williams Tarr Group was founded almost 100 years ago and provides a comprehensive construction service through its four divisions:

Williams Tarr Construction - WT Construction provides a traditional and design and build construction service on all types of projects up to £10 million in value.

Williams Tarr Developments - WT Developments is a full service construction company specialising in the identification and realisation of commercial projects. Through its affiliation with the Group's construction division, it aims to provide institutional and bespoke development schemes.

Williams Tarr Homes - WT Homes develops residential projects, built since the 1920s. The division was formed in 1990 when several medium size sites were acquired in Warrington, Golborne and Crawford Village.

Advanced Cladding Services - ACS was established in 1987, specialising in roof and wall cladding systems. ACS provide services for new build projects, refurbishment, replacement or overcladding of roof and wall cladding on residential and commercial premises throughout the North West and North Wales.

Our business information section looks at the "soft data" and gives more information on how the company sits alongside its subsidiaries, the type of work it carries out, recent projects and any items of news that have been published. This helps to complete the picture built up from the financial and structural data

The Williams Tarr Group's stated philosophy and core values are service, integrity, good value and high quality. The 100 year old company has achieved a number of awards and accreditations.

Recent / Current Projects

Oct 2008 "Manor Point" Project
Williams Tarr has won a Design & Build contract to construct "Manor Point", a 122,000 sq.ft. speculative warehouse / distribution unit for Cantt Pak at Manor Park, Runcorn, which is scheduled for completion in June 2009.



Jul 2008 Mercedes Showroom
The new Mercedes Warrington dealership, at Junction 21 of the M6 has been completed. This £5 million project was initiated by Williams Tarr Developments and designed and built by Williams Tarr Construction. The group has also recently commenced another Mercedes dealership for Inchcape at Llandudno.



Apr 2008 G & J Greenall - Brewery Project

Apr 2008 Carphone Networks New £10 million Networks Operations Centre, at Irlam, Manchester

Nov 2007 Williams Tarr won top safety award for fourth year in succession



HOW TO USE THIS REPORT - RATIO ANALYSIS

Ratio analysis is extremely useful in highlighting areas of good and bad performance and in providing a basis for inter-industry comparison. Ratios provide information on and identify irregularities and anomalies that require further investigation and when used correctly are a powerful tool for interpreting and understanding a company's financial position.

Profitability

Gross profit and net profit are displayed here as a percentage of price and increases in costs will cause the gross and net profit rates

Return on Capital Employed is the primary operating ratio and management are using the assets of the business to generate a return on investment, the higher the returns the better.

There can be problems if different ratios are worked out in different ways for different businesses. We include information on how we have worked out the ratios in these reports to avoid any conflict.

Efficiency

Asset Turnover measures the productivity of the business' assets. If the Asset Turnover is 1.5 this means that for every £1 of assets, £1.50 of sales has been generated. The more sales per pound, the better.

Stock Turnover shows how many times stock has been replenished in the period. This is extremely industry specific and manufacturers of perishable goods, such as food or flowers have a very high level of stock turnover, whereas commercial aircraft manufacturers have a very low stock turnover. Good stock management is key to avoid tying capital up in stock while ensuring customer demands are met.

Debtor Days refers to the period of debt collection in days. It can provide information on how the company is handling its credit control and how quickly it receives cash. Changes may be due to bad debts, early payment incentives or credit control issues.

Creditor Days shows the credit facilities extended to the company by its suppliers. Changes may be due to changing credit terms, taking advantage of early payment incentives or trying to gain the best credit facility.

The **Current Ratio** is expressed here as a percentage. Current Assets are presented as a percentage of short term debt and will be above 100% if the asset value exceeds the value of debt. If the value of assets is less than 100% of the value of debt, the company would not be able to meet its short term debt commitments.

Debt

Gearing shows the proportion of the company's financing that comes from debt. If a company has a 75% gearing figure it is said to be 'highly geared'. This means that it has a high proportion of debt to equity financing.

Interest Cover indicates the number of times the company could afford to pay its interest charges. A figure of 50 would indicate the company could pay its interest charges 50 times over and would therefore be less susceptible to interest rate fluctuations than a company with a low interest cover figure.



HOW TO USE THIS REPORT - EFFECTIVE SELLING

Knowledge is essential when selling to prospective customers and these reports are designed as a first step in the sales and decision making process. When armed with the their sales leads, and target prospects much more effectively, gain sales. Below are some key ideas to help salespeople focus.

Getting the selling mindset right before first meetings is often critical to a successful outcome. We include several selling tips here to help you use these reports most effectively.

Preparation

Research your market place and your product through research and question the information you gather. Preparation prior to your meeting will generate greater levels of sales.

Research by Huthwaite Inc. in 2001 demonstrated that the key to success in selling is to make effective sales calls, and good calls require preparation and strategy. In order to fit more calls into their day sellers typically cut back on planning and preparation, which means that each and every call is less likely to succeed.

Mythbusters: How Sales are Really Made. Huthwaite Inc. 2001

Persevere

90% of all sales are made after the 5th sales contact

90% of all salespeople never make the 5th contact

90% of all sales are made by 10% of all salespeople

Babies & Frogs

Can you demonstrate such an understanding of your customers needs that he will trust you to hold his 'baby'?

People will say 'you have to kiss a lot of frogs'

How many Frogs have you kissed and not yet found the prince? Qualify your prospective customer and gain a complete understanding of the business and its requirements.

Investment in Sales

Be aware of the conversion cost of your sales. The Ansoff matrix below shows the return on effort for selling.

	New	40%	25%
MARKETS	Existing	75%	40%
	Existing		New
		PRODUCTS	



Steuer Gregsson Intelligence Limited

Registered in England and Wales. No: 06438656

www.sg-intelligence.com

enquiries@sg-intelligence.com

01270 880 637

