



COMMERCIAL FINANCE PROPOSAL

For
Prepared By Georgia Dow (georgia.dow@afsuk.com, 0333 0153301)
Date 21/06/2024
Deal ID 292750

APPLICANT

Name Caribi Uk Ltd
Address Flat 5
215 Ash Road
Aldershot Hampshire GU12 4DD
England
Phone +441252917329
Email alpealtd@gmail.com
Website https://www.alpea.co.uk
Premises Ownership Tenant
Legal Form Limited Company
Sector (SIC Code) 46190 - Agents involved in the sale of a variety of goods
Year Established 2017
Company Registration No. 10785844
VAT No. Gb 272651596
FCA Permission No.
Applicant Contact(s)

Directors, Partners and Proprietors

Mr Aleksandar Atanasov	Addresses
From	Home - Tenant 14 Barrosa Road
Phone 07418088882	Present Aldershot Hampshire GU11 4DQ England
Date of Birth 01/9/1964	
Nationality Bulgarian	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

Stocking & Cropping

STATEMENTS

- I have seen the Applicant (Borrower) face-to-face.
- The Applicant (Borrower) has consented for searches to be carried out.
- The Applicant (Borrower) does not anticipate any change in their circumstances.

BANK DETAILS

Bank details for Caribi Uk Ltd are available upon request.

FINANCING DETAILS

Finance Type Loan - Non-Regulated
Product Type Commercial Loan
Loan Period 12 Months
Funding Profile 12 Months

Item	Value
Loan Amount	£20,000.00
(i) Advance Repayments	£0.00
(ii) Additional Repayment	£0.00
Total Initial Payment, (i) + (ii)	£0.00
Amount to Finance, Loan Amount - Total Initial Payment	£20,000.00
Repayments	12 x £2,275.18
Balloon Payment	£0.00

COMMENTS

Background:

Caribi UK is the exclusive distributor of Caribi Classic, VIP, and Car Perfumes in the UK. Their car and home air fresheners are renowned for their unparalleled quality, contributing to their rapid success in a relatively short time on the market. The air fresheners are long-lasting, with some customers reporting that the VIP range lasts up to six months. Generally, depending on weather conditions, humidity, and air flow, you can expect the products to last between two weeks and two months.

What sets their VIP range apart is that it is based on perfumes rather than simple fragrances. This means the VIP air fresheners are inspired by world-famous designer scents, allowing customers to enjoy their favourite perfume or eau de toilette in your vehicle, caravan, boat, and more.

Currently, they supply around 300 outlets across London, Hampshire, and Kent, including major petrol stations such as TEXACO, BP, SHELL, ESSO, and GULF. Their products are also available in LONDIS, NISA, COSTCUTTERS, BEST ONE, and smaller retailers. They aim to maintain the exclusivity and boutique nature of their air fresheners, steering clear of the cheap, fleeting scents of mass-market air fresheners.

Project:

Caribi UK Ltd is seeking a short-term loan to purchase additional stock to meet the increasing demand for their premium car and home air fresheners.

With their products gaining popularity across London, Hampshire, and Kent, and a growing number of outlets including major petrol stations and retailers stocking their products, the company needs to ensure they have sufficient inventory to keep up with this rising demand. By securing a loan, Caribi UK Ltd can maintain their market momentum, prevent stock shortages, and continue to deliver the high-quality products their customers expect.

In addition to purchasing stock, Caribi UK Ltd aims to use the loan to upgrade and develop their online presence and website.

A robust and user-friendly online platform is crucial for enhancing customer experience, expanding their market reach, and driving online sales. The planned upgrades include a more responsive website design, improved e-commerce functionalities, and enhanced digital marketing strategies to attract and retain customers. By investing in their online infrastructure, Caribi UK Ltd can capitalise on the growing trend of online shopping, reach a broader audience, and solidify their brand presence in the competitive air freshener market.

Financials:

Aleksandar Atanasov is happy to give his guarantee in support of the application.

Caribi UK Ltd has increased in turnover and profit since the May 2023 accounts.

Summary:

SOURCE

By submitting this proposal I confirm that to the best of my abilities all the information provided on this form is true and accurate as provided by the customer. The customer has been informed that this information will be disclosed to lenders for the purpose of considering this credit application. The customer has given their permission for Asset Finance Solutions (UK) Ltd. to pass this information onto third party finance houses for the specific purpose of ascertaining their credit worthiness and are aware that lenders may use this information to carry out searches with credit reference agencies.

Asset Finance Solutions (UK) Ltd is an appointed representative of AFS Compliance Ltd which is Authorised and regulated by the Financial Conduct Authority No 625035

Head Office: AFS Compliance Ltd, Greenbank Court, Challenge Way, Greenbank Business Park, Blackburn BB1 5QB, Registered in England No 05365369, Financial Conduct Authority No 625035