

CASE STUDY: THE WHICHWOOD CAT HOTEL



Elsby's expertise "saved tens of thousands of pounds"

Amanda Dunphy, Whichwood Cat Hotel

The Whichwood Cat Hotel (www.whichwoodcathotel.co.uk) is a luxury cattery offering an upmarket experience for feline guests. Located in the peaceful Northamptonshire village of Mears Ashby, the cattery was set up in spring 2012 by owner Amanda Dunphy.

Having spent the previous 20 years working as an accountant, Amanda has been able to manage the daily businesses accounts by herself. However, prior to setting up the cat hotel, she felt that she would benefit from some expert financial and commercial advice on structuring the business and getting started. Knowing Carl Elsby's great reputation locally and having spoken to friends who have also been clients of Elsby & Co, Amanda felt confident that she would receive a good service and intelligent solutions.

Amanda comments, "I initially met with Carl in January 2012. I already knew of his work and reputation as I had worked with him many times in the past acting as a management accountant for some of his clients. Although I could handle the company accounts, I needed some good advice on how to set up my two business ideas."

"With his experience of working with start-ups and businesses from a range of sectors, Carl was ideally placed to help me."



The Whichwood Cat Hotel business is continuing to grow.

Getting to know your business

Elsby & Co pride themselves on getting to know their clients; listening to their specific needs and then working in partnership to help them structure their company in the most cost effective way and achieve their business goals. For Amanda, it was very important from the outset that her business provide a high end service for clients.

"I wanted to set up my own cattery business for cat owners who were looking for a quality environment for their cats whilst they were away on holiday, moving house or sometimes just looking for respite from caring for an elderly or sick cat. At the same time, my husband and I were setting up a separate business where we sell and rent our cattery units to other sole traders. Thanks to Carl's advice advocating creating both a sole trader and a VAT registered partnership, we have saved tens of thousands of pounds in income tax and VAT."

Knowing when to seek expert advice

Now that Whichwood Cat Hotel has been set up and is running successfully, Amanda feels confident in taking control of the accounts herself, but recognises how important it is to seek professional help when and where needed. "The business is continuing to build and I have been able to take things forward, but the expertise in structuring my business was invaluable. I am in no doubt that if I had needed further support it would have been readily available." Accountants can sometimes have a reputation for being unapproachable or overly technical, but Amanda's experience was very different.

"Elsby & Co is a friendly, local and intelligent company. I would happily recommend them to other organisations looking for smart business advice and support."

I'd also advise asking around and speaking to people who have used the firm before; remember, it's not always best to go with the big firms – who often have big fees to match."

For a no obligation meeting please call Carl Elsby on 01604 678 470 to find out why Elsby & Co describe themselves as accountants who are refreshingly different...



Elsby & Co are chartered accountants serving Northamptonshire and Leicestershire. The company offers a range of services including tax planning, financial strategies and business development as well as retirement and succession planning, profit enhancement and business start-up services.