

USEFUL LINKS

GENERAL BUSINESS

www.sra.co.nz
Strategic Risk Analysis Limited

www.businessnz.org.nz
Business NZ, the voice of business

www.money.cnn.com
Financial News and Insight

www.rbnz.govt.nz
Reserve Bank of New Zealand

www.reuters.com
World Financial News

CASE STUDY



“Flexible” is beautiful for Adtraction’s financing needs

Challenge:

Adtraction Marketing needed a form of financing that was flexible and cost effective.

Situation:

Traditional overdraft facilities were not suitable for the company as its cashflow needs varied significantly.

Solution:

Lock Finance provided a package that enabled the company to use its financing as and when it needed, at a cost effective rate.

Adtraction Marketing, formed four years ago, is based in Wellington. The company specialises in the area of directory advertising, recruitment advertising and web design. It is built around a high-service business model. Pursuing a wide client base is not as crucial as delivering sterling services to a niche market of blue chip clients.

For niche advertising agency Adtraction Marketing Ltd, finding a way to leverage its business growth using a cost effective financing facility is a critical part of its business management.

Founder Greg Hughes says:

“The cashflow nature of our business was such that we needed to be able to have the flexibility to draw on cashflow whenever we wanted to. The quantum of financing that we needed could vary in amounts quite significantly, hence the traditional form of overdraft financing was not suited for us.”

“Lock worked out a package where we could draw on our funding when we needed it. It is kind of like being able to turn a tap on and off.”

He says he was suitably impressed with the “out-of-the-box” solution provided by Lock.

To find out more about Adtraction Marketing Limited, visit www.adtraction.co.nz



Locks worked out a package where we could draw on our funding when we needed it. It is kind of like turning a tap on and off.



Greg Hughes
Adtraction Marketing Ltd