

## Case Study

### TFM Country Store



#### About the Business

In 1976, A W Neville Ltd – trading as Thorpe Farm Repairs – relocated to Whisby, Lincolnshire, and following a change in management in 1995, the business started to evolve, eventually being renamed ‘TFM Country Store’.

The family-run business specialises in animal products, equipment hire and work wear, and upon the appointment of Directors Nikki and James Harris in 2013, the business proceeded to venture into the business to business side of work acting as a retailer for animal feed, equipment and plant hire for businesses, as well as business to customer sales.

#### The Challenge

The business had developed to such an extent that the current facilities were no longer working efficiently, and were starting to have a negative impact on business with increased waiting times, system malfunctions and data protection concerns. The systems TFM Country Store used were struggling to meet the increasing volume of financial transactions, and sought the expertise of Russell Copley via the Business Hub.

Upon meeting with Russell, TFM advised the business did not have sufficient router provision for their internet – relying on a domestic router which was causing both data protection and speed issues. In addition to the router issues, the

card machine used within the business was running on the same phone line as the internet, which slowed down the processes causing strain to staff, businesses and customers.

Representatives from TFM met with Russell on several occasions and discussed their options, in particular, the areas the business needed to improve on, and what finances were available to support these ventures. Russell provided the representatives of the business with specific advice, setting out the various different options available to TFM, in particular the grants that they would be eligible for.

#### The Solution

After considering the options, TFM decided to proceed with an application for grant funding to assist with the purchase and installation of a new router which would be more suited to the growing needs of the business. As part of the support provided via the Business Lincolnshire Growth Hub, Amy Farrell worked closely with TFM Country Store, discussing the various stages of the application and assisting the business in obtaining quotations for the work to be completed.

Amy visited the business and supported them through the application process, which ultimately resulted in a successful grant to assist with the router, which is now in place; enabling the business to work more efficiently.