

This is a feature where we ask clients of HH a range of obscure questions in order to get a better appreciation of their life and interests.

This edition features **Nizam Bata - CEO of IBC Healthcare Ltd.**

1. **Where were you born?** *Leicester, England*
2. **Can you summarise your education in a few words.** *I'm a Qualified Accountant but didn't attend university*
3. **Can you summarise your business career in a few words.** *An unbelievable journey. I founded IBC Health Care 10 years ago and we have grown from strength to strength recently securing £20m+ of funding. We support over 275 individuals with high quality care. I also co-founded Care Hires a disruptive platform being heavily adopted by the Care Sector.*
4. **Where would you like to be in 5 years?** *If my businesses continue to have a positive impact on people's lives, and our technology is improving the sector I will be happy.*
5. **What do you enjoy most about being in business?** *I love the continuous challenge and variety of operating a business. I'm always looking at different work streams which can move us forward whether that's raising finance, completing an acquisition, or running our Senior Leadership Team meetings. Variety is the spice of life.*
6. **What one piece of advice would you give to aspiring entrepreneurs?** *Hire well and get as many views from trustworthy people as you can before making a decision. Where I've seen a lot of entrepreneurs struggle is thinking they have all the answers or wanting to portray they know the answers.*
7. **What is your most memorable event in your life?** *When our baby started "bum shuffling" across the living room.*
8. **Who has influenced you the most in your life whether business or not?** *My Dad has influenced me in the world of business. As a management consultant he advised a number of hugely successful businesses which gave me great exposure at a young age.*
9. **What is your favourite book?** *I recently read what it takes by Stephen Schwarzman, the founder of Blackstone which was extremely inspirational in terms of "thinking big".*
10. **What fictional character would you most like to be?** *Sherlock Holmes*
11. **What was the biggest challenge you faced in your business and how did you overcome it?** *The biggest challenge we faced was at one of the first homes I acquired. We had no experience of buying a Care Home and as such did no due diligence on the business. On the first day we took over the local authority teams came in and said they were looking to close the service, I sought out the talent from the existing team and empowered them to run the service. It has recently been rated as Outstanding in various domains and continues to be full!*
12. **If you could travel in time, where would you go first?** *It would be amazing to see how the Roman Empire was run*



Nizam Bata

13. **What is the highlight of your career to date?** *Setting up our day services and community support which was a completely innovative concept in the sector and is still thriving today.*
14. **What makes your approach to business unique/different/special?** *We do the hard challenging work and don't follow the trends and our team makes us special.*
15. **What would your ideal Sunday be?** *In the mountains Skiing somewhere*
16. **If you could invite anyone for dinner (living or deceased, real or fictional), who would it be and why?** *Kanye West, I love the ambition and creativity and would love to know what drives someone like that.*
17. **What three words would you use to describe your business and why?** *Innovative, caring, and ambitious.*
18. **What is your biggest regret and why?** *Not thinking bigger sooner*
19. **What motivates you to work hard?** *Making a difference and solving problems*
20. **What is your favourite thing about your career?** *Seeing the growth and impact*
21. **What did you want to be when you grew up?** *Investment Banker, I've always been interested in finance, but Health Care is far more rewarding.*
22. **Who was your biggest influence when pursuing your career?** *I worked under a Billionaire who owned a huge real estate and hotel portfolio. It opened my eyes to how a true businessman/entrepreneur operates and influenced me hugely, shortly after I left my employment with him, I started my company.*

Contact us on: 01384 216840 • 0208 191 7893 • info@hawkinshatton.co.uk

AD FEATURE - TO EXPORT SUCCESS

Every manufacturer in the UK will have some connection with Companies abroad on the basis that they will be either importing or exporting goods directly, or indirectly, to be used in the value chain from other countries whether in the Far East, Europe, or further afield.

To export is easy when you talk about it, but the practicalities are more challenging, that is why you need to be able to put in practice the ideas and opportunities you are looking to exploit.

HSBC has a platform which a number of our clients have been using, and you know me, I am always one to find a simple solution to a complex problem, and when someone has done it for you, why reinvent the wheel?

Gary Riley of HSBC, who is one of HSBC's very experienced international relationship directors (corporate banking division) in a recent conversation with me gave some key pointers on what exporters need to focus on to achieve success, namely:

Start from a good place which means:

Capacity - can your production cope with increased demand?

People - do you have enough people with the right skill-set?

Finance - exporting can increase your trade and cash flow cycle

Processes and controls – growth means your processes and controls will be stretched.

Is your product/service right for overseas markets?

Which countries have the highest demand for your product/service?

Are any modifications required, for example, to comply with regulations, and what will the cost impact be?

What is your USP and will that work in new markets or are there different features and benefits you can use?



Gary Riley

Do your homework (*I remember when I used to get told this all of the time at school*)

Thorough research can help you identify the right markets for your product and services, build a robust export plan and prevent costly mistakes later on.

There are many different ways you can conduct this research whether from your desk, visiting potential markets, engaging professional assistance etc.

What should you research?

Cultural considerations that could affect operating in these markets, for example, language and ways of doing business.

State of your particular industry in the target markets

Level and type of competition and how they operate

What your target customer looks like – consider preferences, buying power, and buying behaviour.

Market entry options

Selling direct, Agent or Distributor, Licensing or Franchising, Setting up an overseas operation.

Your research into potential markets will help inform decisions about the best route to access that market. There are several options, each with its own pros and cons.

Marketing and selling overseas

A good website can be your shop window to the world and social media can reach customers in new markets. Consider making your website content available in the local language and the local currency

Managing currency volatility

Accepting and paying in foreign currency can make your business more profitable and attractive to overseas customers, but it can bring risks. Hedging can help mitigate the risks of currency fluctuations.

Whenever I am faced with something new, I always go to someone who has had experience of the situation for guidance which has always stood me in good stead.

That is why speaking to international bank managers, such as Gary Riley, is always a good starting point. His details are:

Mobile: 07717 690010

E-mail: garyriley@hsbc.com

I will let you pick up with him if you have questions on export.

Colin Rodrigues - Corporate Partner

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THREE YEARS AND THREE KEY WORDS

It has now been three years since Brexit on 31 January 2020, when every debate was dominated by "Brexit" being prefixed with "hard", "soft", "deal" or "no deal" etc. Then another word took over which was "Covid-19" which continued until the new word of the moment which is "Ukraine". It is safe to say these words have dominated the political landscape in the last three years.

Without wishing to judge whether or not Brexit was a success and to avoid the political rhetoric, it would be interesting to ponder whether Brexit will stand the test of time. In order to do this, we need to look forward and take a circumspect view of what has happened as it is impossible to compare what the position would be if the UK had stayed within the EU.

Could we improve on what has happened, but this would be pure conjecture. Brexit was supposed to deliver freedom for the UK to break free from the shackles of EU bureaucracy. There was no deal on financial services, a shrewd ploy on part of the EU's chief negotiator Michel Barnier clearly intended to weaken the UK economy as a punishment for leaving the EU.



Colin Rodrigues of Hawkins Hatton

At this time Rishi Sunak, as the then Chancellor of the Exchequer, came up with the "Big Bang 2.0".

The UK intended to gain a comparative advantage by deregulation of the financial services industry akin to what occurred in the 1980s. To do this now, there has to be an implementation of deregulation in order to seize the opportunity and to simulate growth which the UK economy desperately needs.

Otherwise the International Monetary Fund's ("IMF") prediction that the UK economy shrinking by 0.6% may become reality. IMF predictions of the UK economy have previously been wrong so there is still room for re-evaluation. This will depend on Rishi Sunak turning the Big Bang 2.0 into reality now that he is the UK's prime minister as he can influence the UK's destiny. The signs are all looking good with growth in exports for financial services to Singapore, Switzerland and the USA.

With less barriers to entry, the theory is there will be more innovation and more market entry which will lead to an increase in long term productivity, not only is the pace at which this deregulation slow but certain decisions of late such as the UK Government's desire to regulate cryptocurrency seems counterintuitive to Big Bang 2.0.

RETHINKING REFINANCING

Refinancing is akin to consumers letting their utility contracts "roll" without thinking about tariffs, providers, cost reductions or carbon credentials each provider offers.

This analogy is still appropriate as utility prices have skyrocketed since the Russian invasion of Ukraine. This has caused a higher inflationary climate with recessionary storm clouds forming and businesses trying to forecast how long and deep the recession will be. In times of uncertainty, refinancing is a consideration for businesses in the same way as householders switching utility providers. This is due to the economic cycle of higher interest rates.

With inflation high, businesses achieve growth by a simple formula of investment. To have investment, however, you need to have money to invest. Businesses need to think smarter as to where the money is coming from. There is no magic money tree to shake and instead, businesses should look at their assets to see what can be leveraged to create cash for business investment. Even without assets, future profits also give this ability to "refinance". **Andy Oates** (Head of Corporate, West Midlands, HSBC) said that "as a bank, we are in the business of lending money, but we are much more than that. It is the support we bring to the local and national economy by ensuring that entrepreneurs can continue to do their day-job by creating opportunities and employment for all the stakeholders in their business, for which we are proud to be a part".

Refinance can take many forms from traditional cash flow loans to more innovative forms of finance such as letters of credit from importers, revolving credit facilities, invoice discounting and stock loans. With this wide array of finance and lenders, it is important to consider what can be afforded without putting the business under undue pressure. **Steve Harris** (director of Central

Finance being a commercial broker) said "cash flow is the lifeblood of any SME, and what we do is make sure that blood continues to flow to all parts to ensure that business operates at potential at all times".

As part of refinance, businesses should think about headroom when working with their accountants to ensure cash flows are robust to meet unexpected events.

Businesses should foster their relationship with their lenders and not treat their financiers as a commodity to be used. Long term relationships with brokers and lenders are invaluable as they cushion against the whims of commercial lenders' appetites changing. **Stuart Welch** (Director of Commercial Banking, NatWest Group) said that "At NatWest, we pride ourselves on being a business bank that has intimate knowledge of our customers, fostering long-term relationships that help us to support SMEs and businesses through every stage of their growth journey".

Do not overlook how the financial mix is made up as part of the refinance. With a multi-layer approach, you can take the best from different funders and dovetail it as a holistic business solution. The cherry on the cake is a grant paired up with refinance creating further opportunities for businesses to buy kit, take on employees, carry out development and better enable a business to meet its goals.

So you do not need to a conjurer to create a sensible refinancing opportunity for a business. Look at the business assets and the profitability of the business, then with the help of accountants and business brokers, businesses can find the right product, spreading the risk between lenders to generate further cash flow for investment and ultimately improved productivity and resilience.

Colin Rodrigues - Corporate Partner

