



## Geothermal Supplies Ltd

Suppliers of High Quality Bore Hole  
Pipes to the Geothermal and Ground  
Source Industries

## Case Study

Kroeger & Co

### Kroeger & Co helps Geothermal Supplies Ltd raises working capital of £200,000



“Peter Kroeger predicted we would need some additional working capital so we engaged him to arrange that for the business.”



In June 2010 Peter Kroeger successfully arranged a £200,000 working capital facility for Geothermal Supplies. “He prepared all the necessary plans and forecasts and assisted us in our negotiations with a range of finance providers, leading to a successful conclusion. The business is now in great shape to continue its expansion, benefiting from a clear strategy. I have no hesitation in recommending Peter Kroeger to any business owner needing help to set out their strategic direction and raise finance.”

**Kevin Bottomley. Managing  
Director**

Geothermal Supplies Ltd [www.geothermalsupplies.co.uk](http://www.geothermalsupplies.co.uk),

based in Nuneaton, Warwickshire, is growing rapidly and needed to ensure its expansion was not impeded by a lack of working capital. Founded in 2005 by third generation borehole specialists, brothers Iain and Andy Howley, to supply the highest quality pipes and materials to the fledgling geothermal and ground source industry, the business has surpassed all expectations to date.

Kevin Bottomley, an experienced drilling industry specialist joined as Managing Director in 2006 and has overseen its growth on a day to day basis.

“We are a “value-added” distributor to the geothermal (ground source) drilling sector.” said Kevin Bottomley “Our success is built on 4 key things that we identified from the start. We provide:

- 1) a single source of piping, equipment and tooling on demand,
- 2) practical advice, from a base of first-hand experience,
- 3) the ability to bespoke piping to meet specific requirements and
- 4) we go the extra mile with late orders and deliveries and together that helps to ensure successful geothermal drilling projects.

A year ago, we appointed Peter Kroeger, of Kroeger & Co [www.businessadviser.com/kroeger.htm](http://www.businessadviser.com/kroeger.htm) to help us develop a Sales and Marketing Strategy and a Business Plan with budgets and cash flow forecasts to ensure we had a clear strategy going forward. A year later, we achieved all that we planned for the year. We knew that, if we did, we would find it hard to fuel the growth in the future; we started with £250,000 that the founders had originally invested and have ploughed back all the profits we have made since we started, but we need more working capital.”

Commented Iain Howley “Kevin and his team’s success has led to a profitable £1.5m business, growing against the recession.

You may contact Iain Howley or Andrew Howley on +44 (0)870 609 1606 or Kevin Bottomley on +44 (0)870 383 5202 for a reference.