

plantforce



Talking to Claire Trott, Managing Director of Plantforce, it is clear to see how the business has grown to be the leading construction plant hire company in the South West. Renowned for their continued capital investment in the latest and best equipment available on the market, the secret of their success is quite obviously a drive for excellence both in terms of people and equipment.

Claire's attitude to business is simple but effective; "We're in a fiercely competitive marketplace and my team works hard to build a stellar reputation. Plantforce is committed to a continuous programme of investment in cutting-edge equipment; we are equally committed to developing a team that cares about the projects our clients are working on, and who work to ensure maximum productivity for them. Ultimately, our clients don't hire out plant for fun; they hire it to make money and we help them to do that."

The business has taken a proactive, long-term approach to supporting clients' needs, and as well as a £12million capital investment in equipment this year, has also looked strategically at how the equipment is used, and what causes the most delays on site. This has prompted investment in monitoring technology which flags when equipment needs to be serviced or parts changed, simultaneously supported by a team of on-the-road maintenance engineers who visit site to conduct services, minimising the downtime for clients.

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Plantforce is an outstanding success story. Having worked with Plantforce since 2001, at The Channel Partnership we are proud to have supported them to grow from a £3.4million turnover company to a predicted £17million this year.

Credit insurance has been an important ingredient in the success of the business as it helps to reduce the turbulence of operating in the construction sector, and has enabled stable investment in the hire fleet.

Claire comments "The construction sector is known for more business failures than any other, and over the years we've seen companies go bust that looked good on paper, and which had good reputations. Our business model requires continuous investment and yields fine margins.

Bad debts would disrupt our cashflow and could upset our business plans. Credit insurance delivers security for the business and avoids us having to set aside a large bad debt reserve.

This enables us to reinvest more cash back into the business. It helps with fundraising too – lenders appreciate the security and stability it provides as well as ticking the box of best practice."

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