

Portman Finance Group, Portman House, 300 Pavilion Drive,
Northampton Business Park, Northampton, NN4 7YE



T: 01604 761276
F: 01604 808576

Please direct any correspondence regarding this proposal to:
Luke Purnell

CUSTOMER DETAILS

Trading Name	Aleena London Ltd	Company reg. No.	13421856
Trading As	Comfatra Furniture	Telephone No.	
Trading Address	Unit 1, Renwick Road Barking	Mobile No.	07951 301273
Postcode	IG11 0SB	Email Address	aliatharshafiq@gmail.com
Business Activities	Retail sale via mail order houses or via Internet	Website Address	https://www.comfatra.com/
		Date Established	26/05/2021

PERSONAL DETAILS (Sole Proprietor/Partners/Directors)

Name	Date of Birth	Address	Property Value	Mortgage Outstanding
Mr Athar Shafiq	17/07/1984	155 Breamore Road, Ilford, IG3 9LU	Tenant	N/A

LOAN DETAILS

Full Description of Loan	£25,000 Unsecured Loan
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FINANCE DETAILS

Loan Amount	£25,000.00
Term	12 months
Frequency	Monthly
Type of Agreement	Unsecured Short Term Loan

ADDITIONAL INFORMATION

WE HAVE PERMISSION TO SEARCH THE DIRECTOR AND A GUARANTEE IS AVAILABLE

We have advised the Customer concerned that searches with a credit reference agency will be made against their Name and Business; they have consented to such searches being carried out.

Company Information

Aleena London T/A Comfatra is a high-end furniture brand that provides a variety of elegant and high-quality furniture items for the contemporary house. The company takes great satisfaction in producing furniture that is both aesthetically pleasing and functional by using only the best materials and skilled craftsmanship. Comfatra offers furniture for every taste and price range, ranging from chic and contemporary living room sets to cosy and comfortable bedroom furniture. The brand's furniture focuses on ergonomic design to create pieces that are not only fashionable but also offer the utmost comfort and support.

Company Financials

In its latest financial year, Aleena London Ltd has grown turnover to £190,900, and a profit of £18,198. In the most recent filed accounts, Aleena London Ltd reported a strong balance sheet, with a reported net worth of £9,027.

Funding Rationale

Aleena London Ltd is seeking a loan of £25,000 to purchase 2 months of stock for the upcoming Autumn/Winter seasons. This injection of funds will help the company manage its inventory levels effectively, meet customer demand during peak seasons, and potentially increase sales and profitability, further strengthening the company's financial position.

ATTACHMENTS

Latest set of filed accounts
Last 6 months business bank statements

DATE:	26/07/2024	PROPOSAL CHECKED BY:	
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