

Business Finance Proposal Form

Funding Circle Rep	Matthew Barker - 020356 74687
Email	matthew.barker@fundingcircle.com
Date	11 th June 2024



Business

Company Name	ASHTAD LIMITED
Trading/Registered Address	7 Shotts Street, Glasgow, Scotland, G33 4JB
Registration number	SC571322
Is the entity part of a group structure?	No
Date incorporated	17 July 2017
Summary of Business Activities	Ashtad specializes in the production and marketing of healthcare and beauty products, including cosmetics, skincare, fragrances, hair color, and anti-aging products under the 'Pippa of London' brand.
Website	-

Proposed Finance

Amount and Term	£100k – 24 months
Date Required	June 2024
Purpose of loan	Ashtad seeks funding to expand its 'Pippa of London' cosmetics range, aiming to increase sales in existing and targeted markets by introducing new products and extending the range of shades for current offerings. This expansion plan includes developing products suitable for various climates, improving environmental credentials with reusable packaging, and leveraging the brand's strong appeal in export markets. Ashtad has already achieved significant turnover growth and aims to further enhance its market presence by increasing product volume and diversifying its product range, based on customer research. The investment will help the company secure better per-unit pricing, meet customer demand more efficiently, and attract new business.

Current Position (per last filed accounts)

Annual Turnover	£793,841
Profit/Loss	£196,836
Shareholder Funds	£640,074
Overdraft Limit	£20,000
Existing Government + other Debt (CBILS, BBL, Loan, HPs etc.)	RLS - 100k via hsbc

Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
Name & Shareholder %	ANTONIO DELUCA		
Home Address:	2/1, 117 MEDWYN STREET, GLASGOW G14 9QJ		
Previous address (if less than 2 years):	Same as current address		
Homeowner/Tenant:	Tenant		
Value:			
Mortgage Balance:			
DOB:	22/07/1982		

Phone 1:	07791022434		
Phone 2:			
Email:	antonio@ashtad.co.uk		
Consent to Search (Y/N?):	y		

Primary Contact

Tel: Email: