

Dorset Windows

Based in Bournemouth, **Dorset Windows** is a family-owned business with more than 20 years' experience in the industry. The firm is a leading supplier of windows, doors, conservatories and other home improvement solutions, and takes pride in the fact that projects are carried out by experienced teams, who are trained in-house. Dorset Windows also works with trusted local trades-people, including builders, roofers, electricians, plumbers and plasterers.

Director Kath Pumfrey, who heads up the company with husband Martin, has been using **Experian's My Business Profile** for several years to track its credit score.

Unlocking its potential

Like most businesses, Dorset Windows relies on credit to guarantee positive cashflow and drive growth.

In her role as finance director, Kath knew the importance of ensuring all information held by Experian was correct and up-to-date, since it would impact on the company's credit score and ability to secure the best interest rates.

Over the years, Kath has worked hard to build and consolidate the firm's finances by making sure invoices were paid on time and bad debt was avoided. It was vital that this was reflected in its credit score.

Explaining further, she said:

"For us, it is about ensuring those who reported on us had all the correct details, so our business remained untainted. We also wanted to get the best possible access to credit, in order for us to both manage and evolve the company."

"My husband and I have always benefited from monitoring our own personal credit files and we could see how it would help us at work too. We found Experian's My Business Profile really quick and straightforward to use. It hardly takes any time to access, yet the information it provides is invaluable."

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Key to growth

Right from the start, Kath found Experian's My Business Profile straightforward to use and she reviews their business credit score every couple of months.

Continued growth is now on the horizon for the couple, who plan to expand Dorset Windows 'steadily and securely' in the coming years. To achieve this, they need full control of the company's finances, including reassurances they can obtain business loans at the most competitive rates. It's one of the reasons why Kath is now a firm advocate of the service:

"I'd have no hesitation in recommending Experian's My Business Profile to companies like ours. It puts you in control and helps you to grow as sustainably as possible."



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