



RESPONSE BUSINESS
FINANCE

Response Business Finance
Office: +44 (0)1908 597937 Mobile: +44 (0)7813130621
info@rbfinance.co.uk
www.responsebusinessfinance.co.uk

Revolutionary Wholesale Fashion Platform Builds New Software with the help of Response Business Finance

BrandLab, the powerful ordering system designed for Fashion buyers and retailers, has reported excellent service and value from Response Business Finance.

brand lab

Industry Sector

IT & Computing
Fashion

Requirements

Research Costs
Software Development Costs

Solution

Asset Finance
Short term Capital

Benefits

Successful completion of
BrandLab system

2nd Biggest wholesale platform
in the world

Business Growth

Financial advice

Challenges

BrandLab is a powerful ordering system, with state of the art budgeting tools, which gives buyers the ability to discover collections from emerging designers to exclusive large brands.

BrandLab recognised there were obstacles in the way to developing their new and innovative system, one of them was the ability to raise finance to research and build the product.

Solution & Benefits

Response Business Finance provided solutions to complex needs by investing the time to get to know BrandLab's product and business.

"Mark has helped us in all areas of Finance including Asset Finance and short term working capital Finance, and on top of this he brings enormous added value in terms of advice on our financial systems and procedures." Said Dan O'Connell, Founder of BrandLab's.

Future

"Response Business Finance has been a savior to our business and due to their help, we are on our way to becoming the 2nd biggest wholesale platform in the world. We look forward to working with Response Business Finance to Finance our growth." Said Dan.