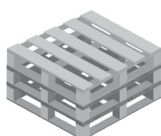


# The Pallets Yard, Southall

**The  
Pallets  
Yard**



Benefit from Branduin's Fit To Bid® supply-chain and GOALMAPPER® business regeneration and recovery support programmes to help your local businesses reboot, recover and grow.

## Background

During 2019-2020, Branduin Business Support worked closely with local businesses delivering innovative Fit To Bid® supply-chain and GOALMAPPER® business regeneration and recovery support programmes on behalf of Ealing Council and Hounslow Council.

Company Directors Ian Leander and Ruth-Anne Lynch from local business The Pallets Yard took part in the skills training and 1:1 mentoring schemes.

The Pallets Yard collect, repair, and supply second-hand wooden and plastic pallets; allowing customers to free up valuable space used to hold commercial goods, such as pharmaceuticals, food, clothing, and other merchandise; and to transport millions of these items securely around the world.





# The Results

When the Directors joined the scheme, Nauzar Manekshaw, Managing Director – Branduin, and a select team of specialists at Branduin mentored Ian and Ruth on a scale-up strategy, improved cash flow, increased their social media presence and overhauled and streamlined key customer engagement processes.

As a result, Ian and Ruth have learnt valuable business skills by participating in training and mentoring schemes.

With Branduin's help, The Pallets Yard increased their revenue, lowered their costs, leased a new van, and moved to larger premises with an eye on future growth.

Remarkably, despite a downturn in the economy during the pandemic, and a reduced pallet supply, The Pallets Yard has managed to remain open and avoided furloughing any staff.

## Strategic Plan

The Directors now have a 3-year plan to eventually to become a major player in the supply and delivery of pallets in West London & SE England. Tasks include:

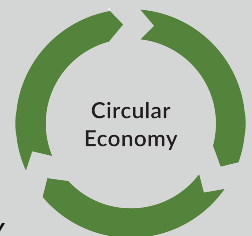
- Strengthening business relationships with Borough Councils and Chambers of Commerce including but not limited to Ealing, Hounslow, Brentford, Hillingdon, Park Royal, Hertfordshire and Buckinghamshire
- Forging new relationships with distribution and logistics companies operating in and around Heathrow Airport, and with the airport itself when it fully reopens
- Forming partnerships with large warehousing operators such as Amazon and Costco
- Boosting the company's pallet intake by over 5,000 pallets per week
- Raising its local business profile within the West London business community
- Utilising lead generation services offered by LinkedIn and Twitter

Ian and Ruth are incredibly happy with the support they received and how it has helped them grow their business.

With the increased cash flow and greater productivity, they can now move forward to implement their future goals, which Branduin has worked closely with them to put into place.



*"My business has benefited greatly thanks to the training and mentoring provided."*



*We would like to thank Ealing Council & Hounslow Council for partnering with Branduin to provide such useful and timely business support, training, and financial assistance during the Covid-19 pandemic, when we truly needed it.*

*We are always on the look out for pallets and pallet repairers, contact us for more information."*

**Ruth-Anne Lynch**  
**The Pallets Yard Ltd**  
T: 020 3488 6702  
E: ruth@thepalletsyard.co.uk  
W: thepalletsyard.co.uk

If you feel your business could benefit from Branduin's Fit To Bid® supply-chain and GOALMAPPER® business regeneration and recovery support programmes, and you would like further information, please email [info@branduin.co.uk](mailto:info@branduin.co.uk) or alternatively call us on 020 3488 7150 to discuss the fantastic support Branduin advisors are delivering to local businesses to reboot, recover and grow.

Branduin Business Support  
Alton House, 66-68 High Street,  
Northwood. HA6 1BL

T: 020 3488 7150  
E: [info@branduin.co.uk](mailto:info@branduin.co.uk)