

Ward Williams

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Nigel Warrilow
Director, Focus 21

Case Study

Focus 21 is an Audio Visual Engineering Communications solution provider who aim to ensure that no other Visual Communication Company can match their expertise, experience and reputation in the market place.

Focus 21 specialises in the integration of top grade presentation and conferencing products into boardroom, conference room and training room environments. Their dedicated engineers offer a comprehensive range of services, from design consultancy and visualisation, to programming, installation, training, technical support and on-site maintenance. Their business partners include Sony, Toshiba and Sanyo.

Nigel Warrilow, Director at Focus 21 chooses to work with Weybridge accountants, Ward Williams. “We were introduced to the team at Ward Williams as part of a merger with another accountancy practice. They now provide our business with audit, accounts and tax services in addition, we also outsource our payroll to them.”

Focus 21 decided not to employ a full time accountant within their business as they saw the benefits of outsourcing to Ward Williams, particularly in respect of payroll and management accounts. “We don’t have any qualified accountants at Focus 21, in fact when we started the business 5 years ago we basically learnt book keeping as we went along. Ward Williams

can provide us with all the assistance we need at a more cost-effective rate and we find that this works well for our business at the moment”.

Management Accounts says Nigel “are a very valuable tool to us. The team at Ward Williams checks our accounting data on a quarterly basis and then produce the management accounts for us from our own systems. The information we get from these in relation to trends and cash flow help to make more informed business decisions and keep the business heading in the right direction”.



One area of business administration that Nigel outsources to Ward Williams is the company payroll. “Using Ward Williams for payroll has saved us lots of time and money. We employ 30 people at the moment and don’t have the headache of worrying about the ever changing employment legislation and complex rules on tax, Ward Williams take care of that for us”.

Nigel also looks to the partners at Ward Williams to advise on business expansion and development projects. “We recently took the decision to buy a shop and Ward Williams helped in this process advising on the VAT and tax implications. We also have fairly strong growth plans for the business overall in the next 2 years which should see us double in size. I will certainly look to Ward Williams to guide us through the accounting aspects of the business development programme. We trust them implicitly, they are genuine and honest in their approach, even if it’s an answer you don’t want. I am happy to recommend them to other businesses”.

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