



debttrackTM

The New Way to Manage Your Trade Debt

Contacting Us

web: <http://www.debttrack.com>
email: enquiries@debttrack.com



Mission Statement

“Debttrack’s approach is simple, to give business owners and managers a simple, cost effective and accessible way to manage their trade debt.”

Earl Crooks, debttrack™ CEO.

Corporate Solutions & Resellers

Debttrack’s primary aim is to provide specialist debt management to small business within the UK.

We are very keen to seek growth within Business Development and are constantly looking for partners of the highest standard to work with our customers and us.

Debttrack™ has plans to develop a uk wide reseller program, giving companies and organisations the ability to offer an online debt management solution to their customers, whilst maintaining their own corporate identity.

If your business would like further information about any aspect of Debttrack™ and or any partnership opportunities, why not contact Debttrack’s Business Development Manager:

businessdevelopment@debttrack.com
+44(0)1942 292 432

About Debttrack™

The Team

Between them the Debttrack™ team has over 20 years experience in delivering web-based business applications to the sme market place.

All have extensive backgrounds in implementing significant online applications and projects.

This experience in delivering cutting edge Internet technology will ensure that Debttrack™ provides a cost-effective, accessible and powerful new tool to sme owners and managers.

Enabling Debttrack™ users to turn debt management into a value adding function within their business.

Our History

Debttrack™ is a trading name of Freestart plc, which was established in 1999 as a public limited company. Originally focussing on the provision of website and ecommerce solutions to the small business market, Freestart plc has rapidly grown to become one of the foremost providers of web based solutions to the business start-up sector in the UK. Freestart plc has continued to sustain a healthy rate of growth, coming through the “dot com” bubble burst with fantastic results. In July 2005 after 12 months of development, Debttrack™ is launched, a revolutionary online debt management tool, orientated around the needs of the small business owner.

Our Approach

Debttrack’s approach is simple, to give business owners a simple, cost effective and accessible way to manage their trade debt. Eighty per cent of the energy created in

running a business is directed at finding new business, retaining existing customers and providing a quality product. More and more enterprises are struggling because of late payers. We want to help you make this part of your business a thing of the past! Debttrack™ will improve your credit control; reduce your paper work and bank charges. Allowing you to concentrate on the day to day running of your business.

Our Methods

Debttrack™ is an Internet based application, powered by the latest technology and monitored by the latest security. We use the Internet as a means of delivering dynamic and interactive solutions to all of our customers. Our development team’s commitment and involvement with the latest and emerging technology’s enables us to keep our costs, and our client’s costs, to a minimum.

Our Scope

Our primary aim is to provide specialist debt management to small business within the UK.

Our Future

New products will be added to the range such as sole trader/partnership reports.

Growth within Business Development, as we continue to seek out the highest standard of partners to work with Debttrack™ and its customers.

We are totally committed to the continued development of Debttrack™, ensuring that it becomes the first-choice debt management solution for sme businesses in the UK.



Debtrack™ features

Invoice Management

Debtrack's invoice management system allows users to simply and intuitively enter clients contact details and invoice data, including amounts, dates and payment timescales.

Invoice	Dates	Amounts	Days	Option
<input type="checkbox"/> 1855696	Invoice Date: Mar/14/2005 Due Date: May/14/2005	Amount: £ 8,000.00 Balance: £ 8,000.00	27	Action Details History
<input type="checkbox"/> 1855724	Invoice Date: Dec/14/2003 Due Date: Jan/14/2004	Amount: £ 2,500.00 Balance: £ 2,500.00	51	Action Details History

example screenshot

This allows Debtrack's debt profiling software to show who customers are, what and when they buy, and how much they owe for how long.

Company Reports

A Debtrack™ report will provide an analysis of a company's financial ability. Debtrack™ will also provide a rating/score i.e. 80/100 would indicate a safe risk: 60/100 is not so safe: 20/100 would probably indicate that the company is unlikely to survive (or the company may be a new business with little capital).

Debtrack™ will provide a description to match the relevant score. You will also get a list of county court judgments (CCJ's), and any insolvency action such as whether a winding-up petition has been issued, or the company is 'in administration' etc.

With this information, Debtrack™ users will have the ability to make business critical decisions with confidence, allowing Business owners and managers to decide who and when to extend credit terms.

Director Reports

A Debtrack™ director report gives

full details of all the current and resigned directorships that an individual person has held or is holding. The report contains the following information:

- Director's name and full title
- Full postal address
- Country of Origin
- Current occupation
- Date of birth
- Date of appointment
- Other directorships

Links are included within the report for other directorships held, allowing the option to instantly purchase these companies reports.

LBA: (letter before action)

A letter before action is just what it says. It is a letter sent notifying someone of the intention to take legal action.

A Debtrack™ letter before action is a lot cheaper than solicitor's and court costs. Debtrack™ allows users, to simply merge client's details and send the letter at the touch of a button from their desktop. All actions are recorded for you in an individual case diary, allowing instant monitoring of all outstanding debts and the action you have taken to recover them.

Debt analysis

Debtrack™ automatically analyses outstanding invoices and customer payment trends displaying the results in easy to understand graphs and tables. This is highly valuable information for business owners and managers allowing instant visualisation of outstanding invoices, and provides crucial information on building customer payment profiles.

Sample Company Report

HARRODS LIMITED Reg No.00030209

Credit Decision
 Today's Credit Limit: £42,000,000
 Today's Score: 81
 Today's Contract Limit: £110,000,000
 Involuntary Proceedings: No
 Winding Up Petitions: No

Score Band
 1 - 40
 41 - 50
 51 - 57
 58 - 100*

Tailored Score Guide
 Caution, High Risk Potential.
 Caution, Moderate Risk Potential, Measured Exposure.
 Normal, Limited Risk Potential, Normal Terms.
 Confidence, Low Risk Potential.

Credit Score and Limit Trend

Year	Credit Score	Credit Limit
31/01/2004	82	£42,000,000
01/02/2003	70	£33,000,000
02/02/2002	80	£50,000,000
27/01/2001	55	£32,000,000

County Court Judgments
 There are 3 exact unsatisfied CCJs totalling £ 3,643.00 - Table illustrates detail of latest exact match CCJ:

Details of latest 1 exact match CCJ's

Date	CCJ Amount	Court	Case No.	Ref No.
30/05/2001	£ 959.00	KINGSTON-ON-THAMES	KT101004	0904101287

Holding and Ultimate Holding Company
Ultimate Holding Company **Holding Company**
 ALFAYED INVESTMENT & TRUST PVT LP (Registered in: Bermuda) HARRODS (UK) LIMITED (Today's Score: 64)

Company Identification
 Previous Name(s): None
 Previous Registered Address: None
 Registered Office: 87/135 BROMPTON ROAD, LONDON, SW1X 7XL
 Trading Address: Harrods Limited, 87-135 Brompton Street, Knightsbridge, London, SW1X 7XL
 Telephone Number: 02077302234
 SIC Code(s): 52120 - Other retail sale in non-specialised stores
 Bankers: HSBC BANK PLC
 Sort Number: 40-04-10

Financial Summary

	31/01/2004	01/02/2003	02/02/2002
(£'000)	(£'000)	(£'000)	(£'000)
329,400	325,200	458,188	
0	0	0	
83,800	74,700	217,117	
88,200	82,100	82,090	
66,300	43,200	51,619	
443,600	455,300	464,673	
(4,400)	(7,400)	135,027	

Company Status

Solvent	Winding up petitions	Insolvent	Dissolved
152	0	0	10
48	0	0	7

Company Directors
 BERS
 TOR WEBB
 DIERICK WARDLE
 R HAWKINS
 TH WILES
 MAS MERRITT
 BEN ZIPP
 JIM SPRINGETT

Company Secretary
 SIMON DAVID HATHERLY DEAN

Company Officers
 CHARLES FRANCIS COTTELEER
 XENIA MARY CARR GRIFFITHS
 JOHN LESLEY MACNAMARA
 ANNE PITCHER
 MARTEN JONCKERS
 ANDRE WAESEER
 GERHARD JANETZKY
 LAURENCE DAVID JOSEPH MAYER
 ION BOGDANERIS
 DONALD EDWARD NORMAN
 WILLIAM CHARLES NADDECKT
 MICHAEL DEXTER COLE
 CLIVE PIETER DE BOER
 DAWSON RAY PARKER
 MICHAEL ANTHONY MCINERNEY
 MURIEL FABIENNE VALERIE ZINGRAFF
 MARTHA SHAFER WIKSTROM
 JOHN J WHITCRE
 MAX ROBLEY EISELMAN
 JONATHAN MARK AKEROYD
 JON AARON BRILLIANT
 JONATHAN GRANVILLE
 RONALD MICHAEL HELVEY
 JONATHAN MARK GRIFFITHS
 NICHOLAS ROBERT ALLEN
 STEPHEN HOWARD DAVIE
 RICHARD GUY MARIE SIMONIN

Central Credit and Insolvency
 Blue Central Office, London, WC2N 3XX

URGENT

Date: 13 Apr 2005
 Mr Alfayed
 87/135 Brompton Road,
 London,
 SW1X 7XL

Dear Mr Alfayed
 Invoice No: 115
 Outstanding: £11111.00

You will understand that in recent years the costs involved with credit control and the collection of overdue accounts have increased substantially. In order to control this overhead we have been engaged by the below named company to act as an extension to their credit control department, specifically in regards to overdue accounts, records now passed to us indicate that the amount shown is overdue with regard to their credit terms.

This may well be an oversight on your part, but now that the matter has been brought to your attention we ask you to forward to them your cheque in settlement.

Please make payment or send any communication direct to your creditor and NOT TO US. If payment has already been made or you have any queries, would you kindly advise our client and accept our sincere apologies.

Your immediate co-operation in this matter would be appreciated.

Yours Faithfully


Central Credit and Insolvency
 All correspondence and payments to:
 Your business address.

N.B. We emphasize that all payments and/or correspondence must be sent to our member, not to C.C.I.

Central Credit and Insolvency is the registered holding name of Central PLC. Co Reg 0655202 Company Credit Control 424826