



FAST FACTS

Customer: Bem Brasil

Turnover: £5 million

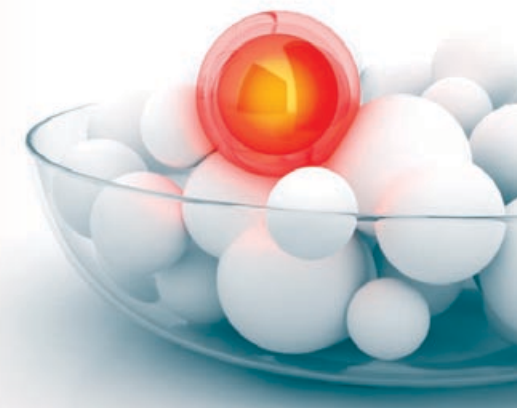
Sector: Restaurants

Solutions: Full banking, corporate current accounts, term loans, overdraft facility, online banking, Elavon merchant services.

Cultural fusion for Bem Brasil and Santander Corporate Banking

“Santander has helped and supported us all the way with our growth ambitions, and we have a great rapport with our Relationship Director. Without her support, we couldn’t have opened our new branch in Liverpool. The best thing about Santander is that when we wanted to expand they trusted our judgment, whilst supporting us through a delicate time during the downturn. I’m very happy with everything Santander has done for us.”

Kleber Magalhaes, Director, Bem Brasil



Customer background

Bem Brasil is a stylish Brazilian restaurant chain, with two branches in Manchester and a recently opened third branch in Liverpool. Serving top-quality steak grilled over charcoal and carved table-side, the restaurants are highly popular ‘destination’ eateries. The business is relatively new, but flourishing – one of the Manchester branches alone turned over £3 million between 2009 and 2010, in the midst of the downturn. Although Bem Brasil had a good relationship with its previous bank, it hit difficulties when it saw an opportunity for a new site in Liverpool, with the bank being slow to react and asking for restrictive guarantees.

Solution delivered

Santander immediately saw the potential of Bem Brasil’s brand appeal and innovative approach, and understood that the company needed to move fast on the new premises. The Relationship Director from Santander quickly facilitated a commercial mortgage, with flexible terms to support the young company’s growing aspirations. The Relationship Director developed a close relationship with the management team, making site visits ahead of the launch in Liverpool, whilst arranging full banking facilities for the two existing restaurants. Bem Brasil is now able to look at new sites in the UK and has long-term plans to expand overseas, where it believes it will benefit from Santander’s international presence in over 40 countries.

Benefits

Relationship-based approach: Bem Brasil benefits from a personal Relationship Director, who understands the business and works closely with its management

Straightforward: Santander worked hard to make the financing as straightforward as possible, letting Bem Brasil focus on their busy, expanding restaurants

Speed of turnaround: Santander quickly turned around a commercial mortgage, allowing Bem Brasil to move rapidly with an opportunity in a growing market

Global profile: Bem Brasil is keen to leverage Santander’s international coverage to facilitate expansion

The new shape of corporate banking
www.santanderco.co.uk



CORPORATE BANKING