

CLIENT STORY



Working with Founder Holly Simpson since 2015, Haggards Crowther has supported Teddy Maximus from start-up to thriving business with an enviable client list.

Teddy Maximus is a fun, Luxury British brand for dogs and their owners and the creator of the world's most stylish dog carrier. Launched by founder, Holly Simpson at the end of 2015, whilst still working full time, the business has gone from strength to strength and is now the official pet partner to the Mandarin Oriental Hotel in London, amongst a number of other quality partnerships.

"Haggards showed passion for what I was doing and although I was just starting out, they took me seriously and shared my entrepreneurial vision"

Inspired by her long-haired miniature dachshund, Teddy, and their life together, Holly set about creating a stylish range of products for dog owners who love to have their dog by their side. The first product was a dog carrier as Holly loves to travel and enjoys having Teddy with her on trips and days out around the UK.

AT A GLANCE

Client: Teddy Maximus | **Offices:** 1 - London
Established: 2015 | **Sector:** Retail | **Employees:** 1

"I love working with the team at Haggards Crowther - they are passionate about what they do, so switched on and I always feel in a safe pair of hands"

One of the first luxury dog brands to offer personalisation, everything is designed to be practical whilst complimenting the owners home and lifestyle. Champions of British craftsmanship – Teddy Maximus sources fittings from a UK foundry and handbags and carrier straps are handmade in a London Leatherworks. With an ethical and sustainable ethos at the heart of the business, Holly carefully selects each supplier ensuring quality UK manufacturing and strong working relationships underpin the brand.

Teddy Maximus has grown significantly since 2017 following its first major trade show which resulted in a number of enquiries from household names, broadening the distribution of the products and increasing brand awareness. Holly has also designed an exclusive line for Liberty of London and worked with other well-known names such as Ocado and Fenwicks.

Why did you choose to work with Haggards Crowther?

Having decided to start the business, Holly spoke to a handful of accountancy firms. "I knew it was a bold step to create Teddy Maximus and I was still working full time at that point so I was looking for advice and support from a firm close by". Having met Tim Haggard for an initial discussion, Holly explains "Tim and the team at Haggards showed passion for what I was doing and although I was just starting out, they took me seriously and shared my entrepreneurial vision".

Services provided by Haggards Crowther

Bookkeeping

Management Accounts

Purchase Ledger

Vat Management and Returns

Xero

Credit Control

Management Information

Shopify Sales Allocations

Tax Advice

Bank Reconciliation

The dogs in the Haggards Crowther office were the ultimate clincher for Holly, but she also outlines some of the other reasons for choosing Haggards Crowther over the competition "I found Tim and his team friendly, approachable and a good fit for supporting my business". Their demonstrable experience working with other early stage, entrepreneurial and start-up companies was also a factor as Holly confirms "I could see that they'd worked with other start-up businesses and had the tools to help me get set up and grow. After an initial meeting with Tim, I decided they'd be a great fit and looked no further".



Running Teddy Maximus almost single-handedly for the first few years, Holly explains that there was a key moment that made her seek additional assistance from Haggards Crowther "The turning point in the business really came when we did a trade show in February 2017 and we were getting a lot of enquiries – I realised then that I couldn't manage everything on my own". Holly reached out to Haggards Crowther to take on more responsibilities. She concludes "Tim explained that they could take on more of the day-to-day activities for me and were happy to increase their level of support as demand required and my finances permitted".

The Service Teddy Maximus Receives from Haggards Crowther

Unsure what the first year's trade would look like and still in full time employment whilst developing the product, Holly opted to retain Haggards Crowther for the first year's accounts, as she outlines here "At the start Haggards only prepared my yearly accounts but they have gradually taken on an increasing remit as the business has grown and I have less time!". She continues "They now provide me with a much broader range of services from VAT returns to bookkeeping". But the role played by Haggards is not solely limited to statutory activities and the team have helped Holly to improve the systems and processes around her sales order processing. Holly explains "Recently May and Johnny have created a fantastic system for recording my Shopify sales in my accounting system which works out the split of income into my bank account by customer and works out the correct VAT treatment - it's saved me hours!".

Teddy Maximus on Haggards Crowther

Five years in to the relationship and with the business growing year on year, Holly is clear about the role that Haggards Crowther has played in helping her get it to this stage. Thinking about her journey so far, she reflects "It's important to know when you need to ask for help from professionals who have up to date and specific knowledge to free you up to focus on other areas where you can add value. Having Haggards by my side from the start allowed me to draw on their skills when I needed to focus on driving the business forward. Their support has enabled the business to grow".

Like all clients at Haggards Crowther, Holly works with a dedicated client team. This enables strong working relationships to be built and a deep understanding of the business to develop. Here, Holly adds "I love working with the team at Haggards Crowther, May and Johnny

Holly Simpson,
Founder



"Haggards Crowther have supported me by taking on increasing responsibilities as the business grows (and I have less time!)"

in particular, as they are passionate about what they do, so switched on and I always feel in a safe pair of hands.

Haggards Crowther on Teddy Maximus

Tim Haggard explains the positive impact helping Teddy Maximus to grow has on his team "Working with people like Holly and brands like Teddy Maximus all day long is what makes this job so special. We have been part of the business from the very start and enjoyed helping her and watching it grow". He adds "Holly has true entrepreneurial spirit and bags of enthusiasm for what she does. Her business is built on passion and her love for animals and this intrinsic connection is what has helped make Teddy Maximus so successful".

He concludes "The relationship with Holly and Teddy Maximus is typical of our approach with new companies. We offer a full range of services but unlike other firms we do not force clients to give us all their work from day one, we know that is simply not realistic. But Teddy Maximus is a prime example of how clients can draw on our skills and engage us further as their business grows and demands increase". "Holly now enjoys a full service, outsourced accounting function leaving her to grow her business - It's exactly how a professional services relationship should work!".