



**TAILORED  
IMPORTS**

SOURCING | SAMPLING | IMPORTING

# CASE STUDY

**Company name:** Tailored Imports | **Company size:** 2-10 employees

**Industry:** Imports | **Location(s):** UK and China

## About:

Tailored Imports provide a range of product sourcing and import solutions from China.

They also import and distribute bathroom products under their Tailored Bathrooms brand.

## The challenge:

As an SME, Tailored Imports wanted to reduce their reliance on multiple brokers and reduce the costs of protecting their business and rewarding their employees.

## Our solution:

We were able to help them:

- Streamline and manage their financial services
- Reduce insurance premiums
- Manage and protect profit margins against FX volatility
- Offer their employees affordable, accessible and rewarding benefits.



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# HOW WE HELPED



## FX

Before Tailored Imports became a client, they were without a strategy as to how they managed their FX needs. This meant they were at the mercy of currency fluctuations in the FX markets and, therefore, couldn't effectively forecast their profit margins and could often receive unfavourable rates.

We implemented a risk management strategy that allowed them to protect profit margins and be shielded from market movements. Having a simple-but-effective strategy in place ensured profit margins remained above budgeted levels and the company could concentrate on their operations.

Tailored Imports benefited from having a dedicated Account Manager to do any and all heavy lifting when it comes to trade and payment creation and follow-ups. As well as providing trade ideas and updates on market movements.



## Health insurance

We brokered a personal PMI policy that covered their senior employees.

When one of these employees developed an illness that was covered by the PMI policy, this prompted them to seek further cover on their business protection.



## Business protection

As a result, and knowing the company intimately, meant that we could quickly source suitable key person cover and shareholder protection policies that meant their business would be safeguarded against unforeseen events.



## Pension

To ensure maximum value across their employee benefits offering, we also transferred their pension scheme to our partner, Smart Pension. With Smart Pension, they received more competitive management charges and better investment returns on their employees' contributions.



## WillU Wallet

Key to streamlining all their financial services was the WillU Wallet app. Through our bespoke-built app, their HR team can:

- Access insurance policy information and documents
- Make claims on any of their insurance policies
- Access their multi-currency account and keep track of all international transactions and market movements
- Access and manage their workplace pension

The app also gives employees free access to WillU World, our employee rewards platform, which offers discounts and promotions from hundreds of leading brands.

**Willu**

“As a business operating across the UK and China, we were juggling too many moving parts when it came to managing our financial services and employee benefits. Partnering with WillU made a real difference. They helped us cut down on insurance costs, protect our margins from currency swings, and offer our team meaningful benefits - all without adding to our team’s workload.”

**Director**  
Tailored Imports

“At WillU, our goal is to simplify and strengthen the way SMEs manage their financial services and Tailored Imports is a great example of what can happen when that’s done right.

By bringing together FX, insurance, pensions, and employee benefits into one streamlined solution, we helped them save money, reduce risk, and create more value for their employees.”

**Jack Lane-Matthews**  
Group Commercial Director, WillU

