

Case study: Lima Heftruck Service, The Netherlands

Going for growth

Challenge

Lima Heftruck Service wanted to grow its business by servicing new customers and needed the right financing to make this a reality.

Solution

Mitsubishi HC Capital Europe provided a flexible and competitively priced funding package combined with responsive customer service.

Result

Thanks to support from Mitsubishi HC Capital Europe, Lima Heftruck Service has the financing in place to purchase machinery that it can hire out to new customers without worrying about cash flow.



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Understanding the needs of the business



“We received the competitively priced, flexible financing we need to grow the business. But good service matters too, and Mitsubishi HC Capital Europe are always quick to react to our needs.”

Thomas Kuijpers, Managing Director of Lima Heftruck Service

Background

Lima Heftruck Service provides rental and purchasing options for forklift trucks across the Limburg area of southern Holland. The parent company was founded in the 1980s in Ittervoort before expanding to two other locations in Budel and Waalwijk. At the beginning of 2021, the Ittervoort dealership was taken over by Roel Coumans and Thomas Kuijpers, who immediately wanted to explore new financing options to expand their rental fleet.

The Ittervoort location has around 200 machines in its portfolio, 95% of which are Mitsubishi and Caterpillar forklifts. The majority of these are offered for long- or short-term hire. Customers are mainly industrial and manufacturing SMEs, along with a number of recycling plants and farming businesses. The company provides support services for its fleet both in a workshop, and on location for maintenance and repairs.

Business challenges

Lima Heftruck Service uses finance as a purchasing strategy for its long-term rental fleet. When they took over the dealership, Roel and Thomas needed to find a cash-flow efficient way to buy machines so they could manage growth with confidence and service new customers. The income stream

generated by the rental fleet helps towards the cost of lease repayments, which is how finance helps with cash flow.

“Winning new contracts means we need to obtain additional machines for rental,” explains Thomas, the company’s Managing Director. “These fleets are usually replaced every five to six years so new equipment must be purchased for customers. The old long-term rental equipment is returned to Lima, then serviced, repaired and used in the short-term rental fleet.”

The solution

After assessing some finance providers, the company chose Mitsubishi HC Capital Europe because of its flexible and helpful approach. At the start of the process, Thomas and Roel were impressed by the team’s decision to visit Ittervoort and talk in person about their business plans, rather than just the numbers.

“This approach definitely stood out against other funders, which were only interested in how much business we could give them,” says Thomas. “Account Manager Hoaviet Dang was always available at that early stage and responded quickly to any questions or requests. It was an easy decision to select Mitsubishi HC

Capital Europe because they understand our business and what we’re looking to achieve.”

Getting the right package in place was vital for the company to realise its growth ambitions. There were no issues or surprises to overcome with Mitsubishi HC Capital Europe because the team talked through everything with Thomas and Roel.

“The bottom line is that we received the competitively priced, flexible financing we need to grow the business,” adds Thomas. “But good service matters too, and Mitsubishi HC Capital Europe are always quick to react to our needs, even outside working hours.”

The result

Moving forward, Lima Heftruck Service considers its financing partner intrinsic to its plans for growth. The package agreed has given the company confidence that, as and when new contracts are signed, it will be able to purchase the necessary equipment on lease with Mitsubishi HC Capital Europe. In a further show of confidence, the company is now looking into using the Extended Terms Finance product to buy stock items for its sales portfolio.