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**Jody Ashfield**



## The Challenge

Helping a domestic business expand into an international offering.

As the owner of a manufacturing company designing and installing children’s playgrounds, Robin Ashfield spotted a gap in the market that could be filled with durable outdoor musical instruments. Percussion Play was born out of a desire to build instruments that tapped into people’s natural sense of rhythm and melody to create sensory gardens.

Using the pentatonic scale, his new company Percussion Play developed a range of instruments designed to encourage people to hit notes in any order. Since the pentatonic scale consists of just five notes it’s easy to make a rhythmic musical sound through playing the instruments randomly.

Such was the demand for its unique products, what started as a fledgling, family owned and managed business soon started receiving orders from overseas customers. To keep pace with their overseas growth father and son, Robin and Jody, met regularly with Warrener Stewart for ongoing business and tax advice to help them develop and expand their new business venture.

### Customer Profile

Business start ups

Entrepreneurs

Owner managers

For more information on how we could help you contact us on:

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*“Every year Warrener Stewart makes us money with their dynamic approach to business advice. They bring it alive, making it relevant to our business so we can act upon their advice.”*

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## The Solution

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Since 2011 Warrener Stewart has worked alongside Robin and Jody. The team at the Fulham based accountants helped them to explore the viability of ideas and develop a business plan for Percussion Play designed to keep pace with demand.

As the popularity of the products grew, the company soon started to ship to 42 countries across four continents; the US, Australia, Asia and Europe. Robin credits Warrener Stewart’s team of tax advisors, led by Damian Talbot, working in tandem with Jon Last’s accountancy team in helping them to navigate the complex international tax and business regulations. The respective teams’ advice helped Robin and Jody ensure efficient and smooth trading with overseas companies.



**Warrener Stewart**

Chartered Accountants • Intelligent Advisors

Warrener Stewart is an expert team of highly experienced chartered accountants, chartered tax advisors and registered auditors.

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## Results

Warrener Stewart has a professional familiarity about them, it feels like a family business. Everyone, from the reception up to the directors are very approachable.

From humble beginnings in a small workshop in Hampshire, Percussion Play steadily grew its business to the point where external investment was sought. When an American company expressed an interest in investing in Percussion Play, Robin and Jody were once again guided by Warrener Stewart.

Since the US has a particularly complex tax system Damian, an American tax specialist, provided essential advice and support.

"Without US tax advice from Damian it would not have been able to progress with the American company," notes Robin. "Damian and Jon helped smooth the path. From the start of the business in 2011, we loved Warrener Stewart's dynamic approach and really felt that they wanted to be part of our future."

- **Core services**

- Accountancy
- Audit

- **Business advisory services**

- **Tax strategy and planning services**



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