

HOW SMARTER DECISION MAKING LEAD TO INCREASED SALES FOR GLOBAL WHOLESALE INGREDIENTS SUPPLIER



GLOBAL
RESOURCES DIRECT
STRAIGHT FROM THE SOURCE

ABOUT THE COMPANY

Global Resources Direct (GRD) is a full service wholesale food ingredient supplier with humble beginnings – founder Tom O'Brien started out selling just one ingredient — almond flour.

To get business up and running, Tom personally contacted all the French bakeries in his local area, knowing that they would need this crucial ingredient to make their macaroons.

GRD then grew rapidly, quickly scaling its network and now supplying over 500 frozen and dried food ingredients around the world. As a result, its team of six now works with a wide range of suppliers, partners, and customers.

BESPOKE ANALYSIS

cover bumped
from **50K** to **250K**



THE CHALLENGE

As Global Resources Direct scaled its network, it needed a way to reliably vet the credit worthiness of suppliers, customers, and partners. Tom – in the true spirit of a Growth Pioneer – decided to invest in trade credit insurance to give GRD more protection when trading.

Before having trade credit insurance, GRD would have to contact suppliers and ask for at least three trade references, which was difficult, time consuming, and likely resulted in stalled professional relationships.

Similarly, before purchasing trade credit insurance, if a food manufacturer reached out to purchase ingredients from GRD, they didn't have a standardized, secure way of determining whether the manufacturer was credit worthy or not.

GRD also needed help avoiding scams in the market. For example, companies might contact GRD and ask to ship ingredients out on credit, but would then refuse to make the payment once the shipment reached the port.

THE SOLUTION

Tom sought out a trade credit insurance provider that was competitively priced and had reliable, friendly customer service. After exploring his options in the market, he eventually chose Coface's trade credit insurance offering as the perfect fit.

Trade credit insurance by Coface brings companies like GRD peace of mind when it comes to business, giving them confidence to expand into new markets and make more sales with new suppliers.

THE OUTCOME

INCREASED DECISION-MAKING SPEED

Before Coface trade credit insurance, GRD would spend up to seven days asking suppliers for references. However, GRD is now able to partner with suppliers very quickly, with the ability to vet them in as little as under a minute.

SALES EXPANSION

GRD was already working with a customer who contracted a large amount of sales with them. While Coface did not have data on this buyer, they were able to investigate on a bespoke basis by opening lines of communication with the customer as a third party, to acquire additional information in a secure manner. As a result, Coface was then able to bump their cover from \$50K to \$250K.

In some cases, sales expanded immediately, as new, larger accounts were able to buy more from inception — without developing a credit history first. GRD is now also more comfortable giving larger lines of credit to bigger customers, that previously they might not have given credit to before.

BETTER FINANCING TERMS

When applying for their Small Business Administration (SBA) loan, GRD was asked what insurance they had. They were told they likely wouldn't have been approved for the amount they received without trade credit insurance. This loan enabled GRD to expand their inventory, and to purchase from more distant locations — which was not possible before, due to the transit times.

WHAT'S NEXT?

Contact Us →

Trade credit insurance is for the Growth Pioneers in the business world. Trade credit insurance helps you make informed decisions that allow you to expand your sales and qualify for better financing terms.

Coface is a premium service provider, bringing high-caliber products to the trade industry on a global scale. We're your trusted partner for trade credit insurance.

Want to know how we can help your organization achieve global and expanded sales?

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