

Business guide

# Tired of swimming against the tide?

We're here to help



Lloyds TSB | for the journey...

# What is Commercial Banking?

Commercial Banking is the name we give to the banking and financial services we provide for small and medium-sized businesses.

## Why do I need a 'Commercial Banking' team?

- Different customers have very different banking needs and procedures. Your bank should provide you with a specialised and dedicated Relationship Manager who can give you their full attention and support.
- You will receive the best customer service and support from a bank with a full team of experienced Business Bankers, such as Lloyds TSB. Supporting the growth of small and medium-sized businesses plays an important role in our business strategy.

## What should I expect from my Relationship Manager?

- A skilled and experienced Relationship Manager will always provide you with a better service. Our Relationship Managers undergo an intensive training process to provide you with the best customer service. Lloyds TSB has 300 years of banking history, so you can expect extensive knowledge of the local market combined with the experience of best practice UK banking.
- Your Relationship Manager should have a thorough understanding of your business and financial situation, after having reviewed your company's information. This is essential to give you the best service and most suitable products.
- We understand your frustration of not being able to deal with the same person, which is why we provide you with a dedicated

Relationship Manager. After all, the best relationships are long-term and built on trust.

- Your Relationship Manager should be accessible, with a mobile number for you to call directly, and should respond quickly to your enquiries.
- Your Relationship Manager should be able to refer you to outside contacts for further support, such as legal advice, accounting, consulting or helpful colleagues within your own industry.

## Why should I choose Lloyds TSB for my Business Banking?

- You will be given the mobile number of your Relationship Manager, who is an experienced banker with the knowledge of UK best practices in the UAE market. The Relationship Managers are supported by a Business finance team to help you with your day-to-day enquiries.
- We pride ourselves on our customer service and aim to be the most recommended bank in the UAE.

## Is it difficult to switch banks? How long will it take?

- We assign you a Relationship Manager who will guide you through the process. With all the required documentation to hand, it normally takes just three working days to open your business account.

- We can also help you transfer your lending and savings to Lloyds TSB, so that you can manage all your banking and financing through your Relationship Manager.

## Why should I consider switching banks?

- If you are not receiving the service and dedication you expect from your bank, then you should think about switching to Lloyds TSB.

## Does Lloyds TSB offer full Internet Banking for business accounts?

- Yes, we offer Internet Banking facilities for businesses – easy and secure, accessible anytime and anywhere.
- By reviewing your account statements online or making online payments, you can save money and time spent in traffic and queues.

## Does Lloyds TSB provide finance for start-ups and small businesses?

- We lend money to small businesses with a strong business plan and promising potential.
- Your Relationship Manager will study your proposal and discuss possible lending options with you.

## Why do some small businesses fail in the UAE and others succeed?

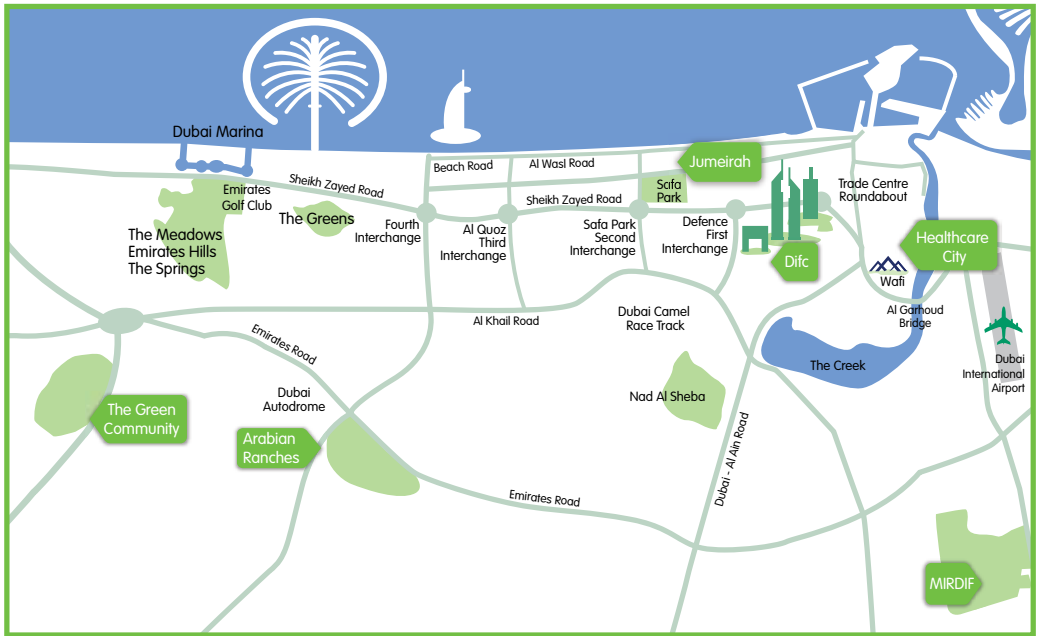
- The most common mistakes are lack of research and lack of cash management.
- Unlike other countries, many fees and payments have to be made 100%

upfront (rent, trade license fees), while your revenue payments may come in slower than expected. This can mean serious cash problems if your business is undercapitalised.

- Your Relationship Manager will help you understand your finances and support you in setting up a full business plan, including a cash flow forecast. Having these management systems in place will considerably reduce your risk of going bankrupt.
- If your cash flow forecast shows that you need additional financing to get your business up and running, your Relationship Manager will discuss your options.

## Which other services do you offer?

- For businesses operating internationally, we offer Trade Finance and Treasury services.
- As your business grows we will pass you over to our team of experienced Corporate Bankers.
- We offer savings products and investment opportunities in the local market, as well as offshore banking.
- Whatever your requirements – inside or outside our bank's product range – your Relationship Manager will try to introduce you to the most suitable contact person.



## Contacting Us

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All applications for finance are subject to status.



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