

JCB Equipment



Background

JCB Construction Equipment Australia is the national distributor for the globally renowned JCB brand of agricultural and construction equipment. The company has six retail branches and support from over 45 dealer outlets across the country. Operating in the agricultural and construction industry for over 35 years, JCB Construction Equipment Australia is at the forefront of equipment provision in the sector.

Challenge

The ability to showcase the JCB construction and agricultural equipment is critical to the sales process, allowing clients and prospects to see the products in a professional way. The high costs of construction and agricultural equipment coupled with the sheer size of machinery means that dealers have high initial investment costs. This can be difficult to finance and often results in stunting the longer term growth of the business as money cannot be invested elsewhere.

Solution

JCB Construction Equipment has been working with GE Capital for over 20 years to provide Inventory Finance solutions. This means that JCB Construction Equipment can carry a wide range of equipment to generate more sales whilst ensuring the business' has greater access to operating cash.

The additional stock JCB Construction Equipment is able to hold supports the businesses expanding dealer network, by giving dealers the confidence they can have the products and support without needing a high initial investment. Moreover, dealers are able to better invest their funds and implement growth plans, rather than having the money tied up in capital.

Marc Cardaci, Chief Executive Officer, CFC Group (owners of JCB Construction Equipment Australia) "We have been with GE Capital for our Floor Plan Finance for over 20 years. Their flexible approach and willingness to work with us to create the best product allows us to showcase the very best of JCB construction and agricultural equipment. This is critical to our sales process and helps us present our product in a professional manner. The additional stock that we are able to hold as a result of our GE Capital floor plan also allows us to increase our distribution by growing our dealer network. Our dealers can also confidently showcase their products without having such a high initial investment."