

My name's **Kat**, and I'm the **managing director of Eggu**, a digital learning design agency based in Kent. We create completely bespoke e-learning animation and video content for our clients, helping them educate, inspire, and motivate their users. As a company, Eggu is all about educating change and inspiring and motivating users for learning.



When trying to run my business, I want to make sure I'm doing everything by the book. So **having someone that I trust and feel completely reassured by is really important**. With our previous accountants I felt like I wasn't getting accurate data about the numbers. I knew everything was being processed, but I had no direct insights into what was going on with the business accounts, whether we were doing well or badly. What was really lacking was guidance, which I felt was so important to drive my business forward.

When I first moved to MD accountancy team, I felt **instantly more secure and that I was in capable hands with professionals who understood my business**, who actively gave me important suggestions on how I can improve my business, how I could streamline my accounts, what areas I could invest in more to enhance the business further.

I also felt reassured that I was working with **a friendly team who I could access easily** and get that one to one support that I so needed personally to make sure I was making the right decisions. **I wanted to know I could ask silly questions**, not be judged and not be given jargon back. By moving to MD Accountancy, that's exactly what I got.

Working with them is absolutely brilliant. **They're friendly, professional, and explain things in a way that's easy to understand**. We get support with budget setting, and get monthly detailed reports which we can compare and analyse to see where we might be able to save, improve, cut back or drive forward in certain areas. The reports **makes it really clear how our business is progressing** and whether we need to change something, or make a shift.

Over the 10 years of working with MD accountancy, there have been many changes we've worked through together, including taking over the business from my Dad. **The team helped navigate the process of me taking over the business**, changing shares and all that kind of thing. Since then we've grown our team, our business and our turnover, meaning there are so many more plates to spin.

Continued...

We've also encountered challenging times, like navigating the pandemic, getting people to work from home and the current cost of living crisis. On top of that, myself and my husband welcomed our baby daughter during the pandemic, so working out how to juggle being parents and running a business as a married couple was a real challenge. We've **had support from the MD team with budgeting, with furlough claims, maternity pay and remuneration planning.** Making sure you have the right people in your camp, supporting you in areas like finance, gives you reassurance that you're doing things right.



Good accountancy support has **given me the confidence to keep pushing forwards**, but has also given me **more time to focus on my family** and other areas of the business that need my attention. I'd say one of the biggest things we've done in the last year, was to rebrand from Onclick to Eggu, to really reflect the company we are today, which is much more design-led and less tech-driven, really showing the qualities that both Mark and I bring to running this business. It's modernised us and generated so much more interest into our brand. It's put us on the map.

**With MD Accountancy, you can't really go wrong.** I've recommended them to a number of people in the past - and will continue to do so for anyone looking for professional accounting support.