



## Smart Cashflow Management

### AIB Business Banking Customer Deepark Haulage speak on their experience managing cashflow with PromptPay



Deepark Haulage Donegal Ltd is a family run business, which was set up in 2006 by Joe and Priscilla Dolan. Deepark is a specialised transportation company with extensive knowledge and expertise in their area. Since being established, their aim has always been to provide transportation services to a loyal customer base. With a fleet of modern, well-maintained trucks, they have developed a reputation for ensuring safe and timely transportation for businesses nationwide.

Running a family business brings significant responsibilities specifically in managing finances, profit, and loss and cashflow. In the dynamic and ever-evolving landscape of modern business, the optimisation of working capital is critical in ensuring growth and maintaining financial stability. Managing Director, Joe Dolan emphasised the important role that AIB has played over the years when it comes to managing cashflow.

“We have had a strong banking relationship with AIB for several years. It was our Finance and Leasing Representative Peter Muldoon who first introduced us to PromptPay, explaining its benefits and ease of use. PromptPay allows us to have short term financing so we can have flexibility and liquidity, helping us stay operational during every season, handle cashflow fluctuations, and seize growth opportunities without being locked into long-term debt”.

When asked about their experience with PromptPay, Joe spoke positively about the process. “We will continue to use PromptPay going forward. It is an easy product to use, and it allows us some flexibility to make larger purchases with a short-term repayment, that has a clear fixed rate. Peter helped us initially, and now it is a very simple process that we use frequently. We would highly recommend PromptPay to other businesses.

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