



Jas Sapal and Kam Bains, smiling after a successful year.

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— Jas Sapal

Supporting high growth businesses: Destiny Entertainments ltd

“When I was 13 someone asked to borrow a pen from me, after giving away so many I said you can buy it; it’s 20p and to my surprise he paid it!” For Jas, this was when his entrepreneurial passion was ignited.

Childhood friends Jas Sapal and Kam Bains, initially turned their passion for music into an international DJ-ing business during their teens, but gave that up to pursue their education.

Two years later the pair realised they were not enjoying their chosen career paths and started re-connecting with their contacts within the music industry. “After a few meetings we were commissioned to build speakers for our clients. We did this and Destiny Entertainments ltd was born. We quickly realised that with destiny, we could earn our living and enjoy ourselves,” recalls Jas.

At the age of 21 they moved their operations from Jas’s bedroom to a small warehouse in east London, and within a year outgrew that too. They expanded into the service industry, installing audio visual systems for client like the Royal Greenwich Museum and hiring their equipment to the biggest stars in the music industry.

With an ambitious growth strategy on their mind, Jas and Kam applied for finance from their bank in 2011, but after being declined they were referred to East London Small Business Centre which was delivering the Gateway to Finance programme – a programme aimed at helping existing businesses raise finance.

“Our business advisor at ELSBC helped us understand that we had many routes that we could take to achieve our expansion, other than finance. He helped us understand the importance of efficiency, structure, planning and re-negotiating with current suppliers to support the growth of the relationship,” says Jas.

After working with their business advisor on a new strategy and developing a revised finance plan, they secured a small loan from ELSBC.

In less than a year, Destiny Entertainments saw a 27% increase in their turnover; added more products to their lines and are currently exporting internationally, while an additional 9 full-time jobs were created to meet the growing demand. Experiencing growth during 2011 – a time of economic downturn – has given Jas and Kam the confidence to increase their product lines by 30% in 2012.

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