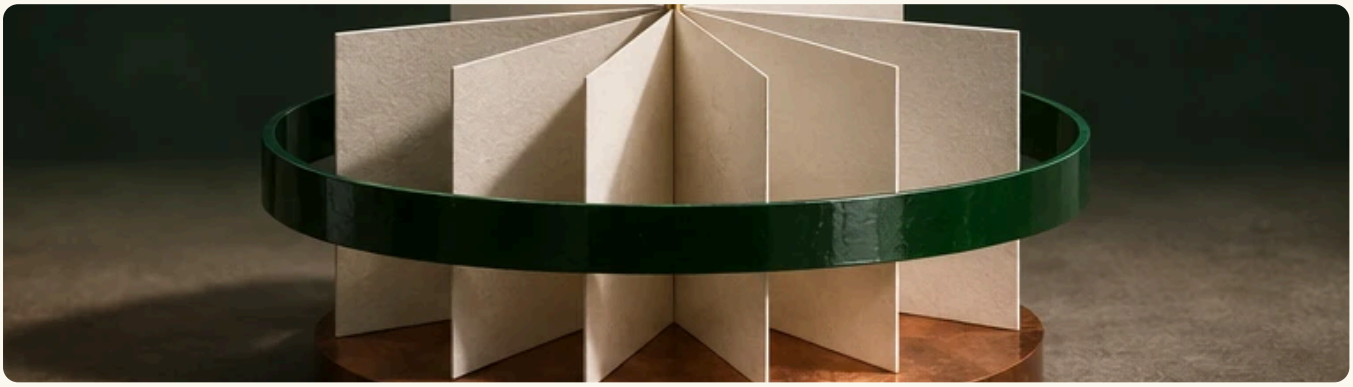
BUSINESS CASE WHITEPAPER · FND-002

Company name shortlist

Choose which names deserve a closer look before you invest in a brand.



The decision

The team wants to shortlist a trading identity before committing to stationery or design.

What the fee buys

We screen five proposed names against the public company register and record possible conflicts for specialist review.

When to commission

Proceed before design spend is committed. Escalate possible conflicts for appropriate professional review.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

One proposed name differs from an existing studio by a single plural.

In this illustrative case

Keep both exact spellings in the comparison and flag the pair for specialist review before ordering stationery.

Inputs and ownership

List five proposed names in preference order and flag any words you need to keep.

1. Collect five candidate names
2. Search the public register
3. Flag similarities for review

Using the handover

Use the shortlist to prioritise names for further checks before paying for branding or filing.

An alternative to buying

Screen a short list internally if someone can check exact spellings and record the evidence.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£199 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Government, agent, address and bank charges are separate where applicable. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 4.97 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count the candidates with a dated similarity check and a recorded specialist question. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 2–3 working days.

Approval test

Proceed before design spend is committed. Escalate possible conflicts for appropriate professional review. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification FND-002, GBP catalogue fee and an illustrative working case. View service scope.

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