BUSINESS CASE WHITEPAPER · FND-029

Company name change coordination

Carry an approved company name change through to everyday trading records.



The decision

The company has approved a new name but operational records still show the old one.

What the fee buys

We coordinate one approved name change with the appointed agent and deliver a trading-name update checklist.

When to commission

Commission after approval, while there is still time to coordinate the agent and business-facing changes.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

The updated name has been approved, but customer invoices still use the old trading text.

In this illustrative case

Add invoice templates to the change checklist, name the editor and record the approved effective date.

Inputs and ownership

Provide the approved name, supporting decision and appointed agent contact.

1. Confirm the approved name
2. Coordinate with the appointed agent
3. Set out trading-name updates

Using the handover

Use the checklist to sequence operational updates around the appointed agent's filing and confirmation.

An alternative to buying

Handle the updates internally if only one record and one owner are involved.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£249 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 6.22 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 affected trading records with a change owner and confirmed update. 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 for our work. Provider and applicant waiting time is additional.

Approval test

Commission after approval, while there is still time to coordinate the agent and business-facing changes. 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-029, GBP catalogue fee and an illustrative working case. View service scope.

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