KLO

exit planning & business sales

Case Study

KLO Partners: Assisting with strategic acquisition

Our role in defining an acquisition strategy, researching and presenting suitable targets, valuing the target, negotiating the deal, performing commercial due diligence and managing the legal process to completion.

Background and requirements

Catalogues4Business, founded in 1992, is a graphic design agency specialising in catalogues and brochures for business. The owner, Ian Simpson, was looking to build value into the company ahead of an exit in 6-7 years' time. We identified that organic growth in the print catalogue business market is difficult, so we looked at areas that could speed up that growth. Incorporating a digital media capability was seen as a key strategic growth driver and doing so by acquisition would bring immediate credibility to the company's offering. It would also bring intellectual property into the business and thus help to build greater value into the exit price.

What we did

The search for suitable companies took six months and we identified Hunter Design in Banbury as an ideal fit. We negotiated the deal and managed the due diligence process and the contract. We also introduced a lawyer to act on our behalf. We assisted with the commercial and financial due diligence and preparation of the financial and business case for the acquisition. The whole process took 12 months from start to finish.

"Without the guidance from KLO, we would never have even thought of acquiring Hunter Design which I can now is one of the best business decisions I have ever made.

"I am profoundly grateful in all the help which was provided in every aspect of the acquisition."
Ian Simpson, CEO, Catalogues4Business

Catalogues4Business Ltd www.catalogues4business.co.uk/

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Peter Kroeger is accredited by the Institute for Independent Business