

# YOUR MULTI-MILLION DOLLAR BUSINESS SALE



STRATEGIC  
TRANSACTIONS

**CREATING WEALTH THROUGH A  
LUCRATIVE, HIGH VALUE EXIT.**

ENTREPRENEURS DESERVE GREAT EXITS.

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"...KNOWLEDGEABLE, ELOQUENT AND HARD-WORKING.  
THE PROCESS WAS SMOOTH AND PROBLEM FREE"

**Tim Ritchie** CEO of Graffiti Clean



You've built a great business, thanks to all of your insight, effort, risk and worry. You're on the verge of enjoying your post-exit life, but first you need to think about.

- Whether the sale proceeds will fund your future lifestyle.
- If the final sale price reflects all the value you've created.
- How you'll keep the sale process confidential.
- If the sale result will satisfy your team & stakeholders.
- How you'll negotiate with sophisticated strategic acquirers.
- Whether you can simultaneously manage and sell your business.

## WHAT WE DO

We'll take the trouble to really understand and articulate the value and potential of your business.

First, we will dig deep. Deep enough to understand its core strengths and see how they can be converted to opportunities. Deep enough to understand what buyers are likely to be attracted to your business.

Then we'll engineer a systematic process for exiting your business at the best price, in an optimal timeframe with the highest chance of success.

## WE UNDERSTAND

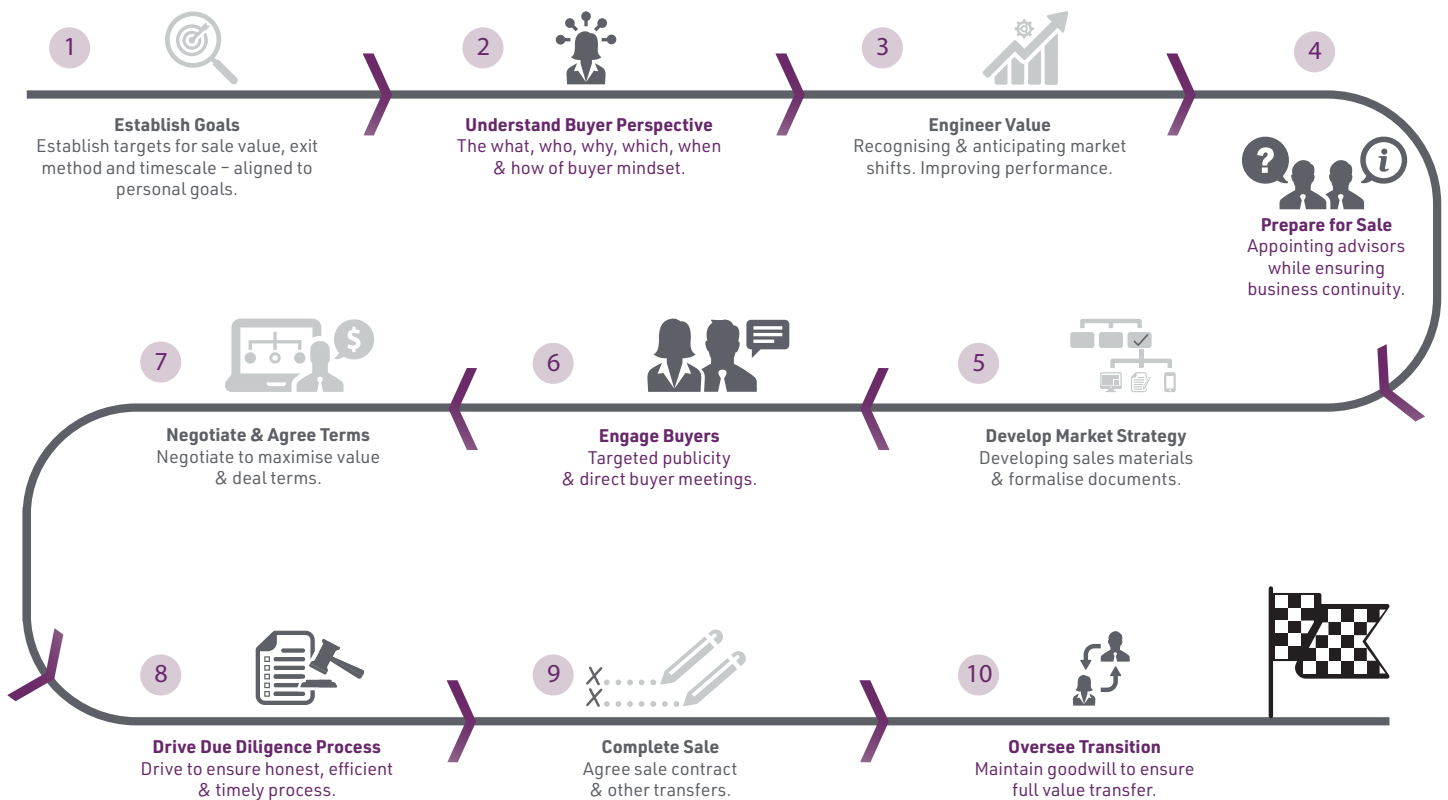
Having worked with business owners for many years we've found they all face common problems. Owners are expert in their respective industries, but need specialists to convince the market of the true value of the business they've built.



# STRATEGIC TRANSACTIONS

## THE SALE PROCESS:

- Improves the value of a business sale transaction,
- Facilitates favourable deal terms & structure and
- Ensures a healthy buyer / seller relationship throughout.



70% OF DEALS FALTER. HERE'S HOW WE MINIMISE THIS.



### BUILDING COMPETITIVE TENSION

by approaching a broad range of international & Australian acquirers.



### THOROUGH PREPARATION

through quality, well presented and accurate sale documentation.



### REDUCING STRESS & COSTS

by project managing other interested parties to work effectively.



### KEEPING PROFITS UP

by ensuring that the owner is not distracted from driving profit.



# READY FOR SALE?

MAKE SURE THAT YOUR BUSINESS ASSETS ARE FULLY VALUED.

Accounting Systems  
Acquisitions  
Forecasting / Budgeting  
Cash Flow Management  
Benchmarking v/ KPI's  
Capital Expenditure  
Working Capital  
Optimal Funding

Compelling Need  
Cost Efficiencies  
Product Ecosystem  
Functionality  
Support & Service  
Predictable Revenue  
Product Roadmap  
Design

Customer Loyalty  
CRM  
Multi National Focus  
Sales Funnels  
Concentration  
Relationships  
Customer Focus  
Value (Supply) Chain Efficiencies

Contractual Agreements  
Capability & Responsibility  
Owner Separation  
Stakeholder Motivation  
Outsourcing  
Morale & Momentum  
Productivity  
Succession Planning



**Financial Assets**



**Product Assets**



**Customer Assets**



**People Assets**

## OPTIMISE ASSETS

### Strategy

Vision & Goals  
Co-Owner Agreement  
Motivation  
Risk Management



**Systems Assets**



**Competitive Assets**



**Brand Assets**



**IP Assets**

Assets Protection  
Risk Reduction  
Process Improvement  
Disaster Recovery  
Environmental Sensitivity  
Scalability  
Legal & Governance  
Technology Efficiencies

Collaborations & Alliances  
Product Vision  
Collaboration  
Competitive Advantage  
Global Trends  
Digital Assets  
Competitive Sustainability  
Evolving Demand

Media Exposure  
Credibility & Endorsement  
Recognition  
Ethical Orientation  
Force for Good  
Values & Culture  
Business DNA  
Causes & Affiliations

Monopoly Control  
Registration & Collation  
Innovation  
Confidentiality  
Creativity  
Relationships  
Methodology  
Expertise Preserved

### A Perfect Exit Strategy

Our goal is "irresistible demand from buyers." You'll work with Strategic Transactions and our expert partners to make your business as profitable as possible NOW, while fixing any of your assets that could be leaking value. Our outcome will be a sellable, sustainable, secure and scalable business.

**"ANY COMPANY DESIGNED FOR SUCCESS IN THE 20TH CENTURY IS DOOMED TO FAILURE IN THE 21 CENTURY" – DAVID S. ROSE FOUNDER, GUST**

**"THEIR APPROACH WAS SYSTEMATIC, THOROUGH AND PERSPICACIOUS"**

**Professor Robert Pryor** CEO of VCC



# BECKONING BUYERS?

## ENGINEERING STRATEGIES TO STIMULATE COMPETITIVE BIDDING.

Utilise IP  
Databases & Methods  
Access to New Technologies



**Intellectual Capital**

Access New Markets  
Test Marketing Opportunities  
Expand Product Range



**Geographic Expansion**

Remove Costs  
Economies of Scale  
Revenue Synergies



**Consolidation**

Acquire vs Build Products  
Greater Market Penetration  
Greater Distribution Muscle



**Market Share**

### BUYER MOTIVES



**Customers /Channels**

Sell to New Clients  
Products to New Channels  
Complement Buyers Products



**Key People**

Skill Set Redeployed  
Access New Knowledge  
Broader Focus



**Product Expansion or  
Diversification**

New Product Ranges  
Rebranded Products  
Proven to Lower Risk



**Defensive**

Remove Competitive Threat  
Strengthen Market Position  
Protect Existing Gains

#### TECHNOLOGY BASED



Businesses with SaaS/recurring revenues are highly valued. Software application development & cybersecurity are "hotspots" with acquirers seeking to fill gaps in product, skill set or IP.

#### FOOD & BEVERAGE



Major innovation in food production & distribution with particularly vibrancy in organic & health products and innovative beverages.

#### HEALTH & BEAUTY



Our aging population, practice consolidation, focus on wellness and significant leaps in healthcare technology contribute to a dynamic market place for innovation.

**"UNLESS YOU'VE GOT THREE ENTITIES BIDDING FOR YOUR BUSINESS, YOU'LL NEVER GET THE PRICE YOU WANT." – GLEN CARLSON, FOUNDER DENT / KPIW**

"CREATIVE AND PASSIONATE"

**Dan Wagner** Chairman of Bright Station Ventures



# WORKING WITH STRATEGIC TRANSACTIONS

## WAYS

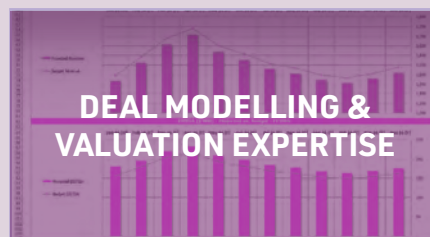
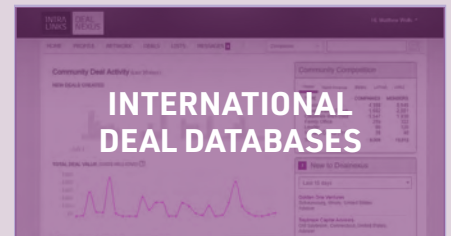
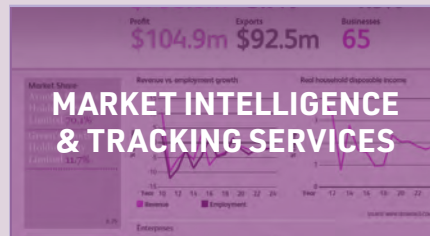
Selling a business is a team effort. If the fit is right, Strategic Transactions works intensively with business owners to achieve the very best outcome from the sale transaction.

From the start of our interaction, we'll tell business owners exactly how it is. No sugar coating – just the facts required to take the actions to hit the target!

We'll estimate your likely value and use financial modelling, strategy development and expert partnerships to grow it.

## REASONS

Strategic Transactions successes have been about more than great contacts & smart negotiation. We've heavily invested in relationships and cutting edge technology to bring our clients the very best exit.



"ONE OF THE FINEST FINANCIAL THINKERS I HAVE WORKED WITH...  
GENEROUS WITH ADVICE AND HELP."

**George Germanos** CEO of Smart Car Technologies



# NEXT STEPS

Contact us to arrange an informal, confidential discussion, regardless whether your desire to exit is immediate or in the future.

Use our scorecards to estimate the sale value of your business, the anticipated level of buyer demand and the strength of your future revenue producing assets.

## QUESTIONS?

By now you'll probably have a multitude of questions and concerns and whether and how to sell. Some of these questions may include....

- How do I time the sale to maximise value?
- How do I maintain confidentiality?
- How do we target international buyers?
- Can I use my accountant or lawyer to transact – or even do it myself?
- How long does it take to sell a business?
- What's the sales multiple for my industry?
- Is my business sellable?
- What are recent transactions in my sector?
- How do you value a business?
- What should be my post-sale commitments to the buyer?



## STRATEGIC TRANSACTIONS

We are committed, tenacious, knowledgeable, ethical and entrepreneurial. Our expertise is dedicated to making sure that you get the best outcome.

We take the sale of your business very seriously, believing that business owners who have taken risks to contribute to the wealth of our economy deserve to be rewarded.

## SPECIALISE IN

- Valuation
- Exit Planning
- Business Sales
- Business Acquisitions
- Deal Modelling

"A KNACK OF UNDERSTANDING... HONEST,  
STRAIGHTFORWARD AND ETHICAL"

**Hendro Wijaya** CEO of Zengarden Family Spa



# BUSINESSS FOR GOOD

As business people, we believe that it's our responsibility to create more so we can contribute more. The UN Goals for Sustainable Development provides a growth framework for developing countries. Strategic Transactions support various charities and the B1G1 framework.

We have directly undertaken projects in Myanmar and the Pacific Islands as well as donating a proportion of our profits from workshops, consulting and success fees to support such initiatives.

**Strategic Transactions support:**  
Goal No. 08 Decent Work & Economic Growth of the United Nations Sustainable Development Goals.



**STRATEGIC  
TRANSACTIONS**

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