

### **Background and Problem**

The CEO has significant experience with his market place and a prestigious CV. The Group within which he works has had significant financial problems and the CEO was considering making a bid to buy out the company he led from the Group.

Nat West had agreed to fund about half the proposed amount through loan stock and referred him to us to see if we could help with raising the additional amount.

### **Actions Taken**

Met with the CEO who showed us an excellent presentation of his proposal.

We made a proposal. This was discussed and various changes were agreed.

He accepted our proposal over other bids from KPMG and Beer and Partners.

We made various investigations and came up with some innovative proposals as to how he might fund the purchase without the requirement to raise further equity.

### **The Result**

The CEO made an offer and it was rejected outright. We advised that he should not accept “no” immediately but seek to find ways around the “no”. However the CEO was not prepared to do that.

**If you want to find out more about any of the areas covered in this case study  
and how we can support your business – contact us today.**