

Maximising the possibility
of commanding a premium
price for your business

**Growing your business
tips – a brief checklist**





Sellers	Current status	Action required to achieve objective (resources investment culture challenges)	Target date to achieve objective by
Be in a growing sector			
Blue-Chip customer base			
High levels of recurring revenues			
Spread of clients across business sectors, with little reliance on one client/group of clients			
Owned intellectual property			
Strong, incentivised, second-tier management team (without which purchasers might believe that the business goodwill will leave with the vendor on exit)			
Loyal employee workforce			
Internal infrastructure that can be scaled			
Flexible property arrangements			
Minimal working capital requirements			
Concise business plan in place with achievable targets and time lines			
Record of sustainable earnings			
Brand name			
Healthy margins/pricing/day rates			
Contracts and important agreements documented, up-to-date and signed			
Employment legislation fully complied with			
Taxation legislation fully complied with			
Solid, accurate, accounting system			
Have a simple business structure			



Who are your potential buyers?

- Competitors – unlikely to realise premium price as adding scale is not usually a motive which drives a premium price
- Seek purchasers who could obtain a genuine and sustainable benefit from acquiring your business and who can deliver significant future growth using their existing clients in conjunction with their service lines or products

Possible purchasers who might offer an attractive price

- Overseas companies requiring a growth platform in a new geographical area
- Sellers of complementary products/services who could exploit cross-selling opportunities
- Companies seeking an entry route into a new market
- Customers/suppliers who could be looking for vertical integration opportunities

How CPP can help

Most importantly you should consider commencing sale process before maximum potential of business achieved. We can assist you in your business planning to help you achieve a solid foundation for your business with the potential for growth and personal wealth generation.

**Contact us today by calling
020 7880 7272 or emailing
enquiries@cppca.co.uk**

