



**The NYBB Group**

Mergers & Acquisitions | Business Sales | Exit Strategies

## **VALUE DRIVER PROGRAM**

**Driving Business Value Forward**



**to allow company ownership exit on best financial terms possible.**

# **ABC Sample Corp Deep Dive Assessment Presentation Report**

Prepared by

**The NYBB Group**

Date Prepared: 21 Aug 2021

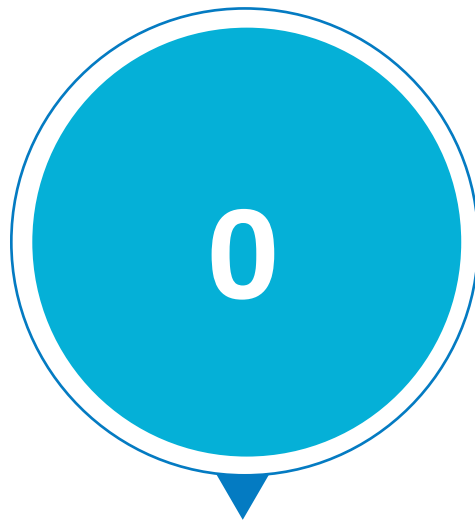


ABC Sample Corp would like to exit the business in 1 year at the age of 51.

He would like to sell the business to a strategic buyer, a third-party owner, employees And management buyout for a desired value of \$0.

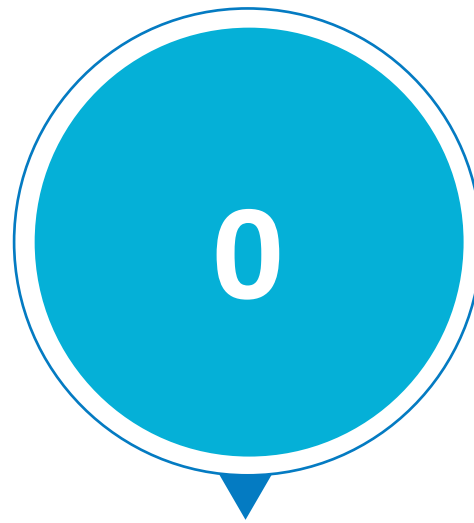
# BUSINESS VALUATION GOALS

These goals represent the Business Owner's stated goals. They have not been created necessarily taking into account all variables and business information. We recommend that these goals be vetted by a professional business or valuation advisor.



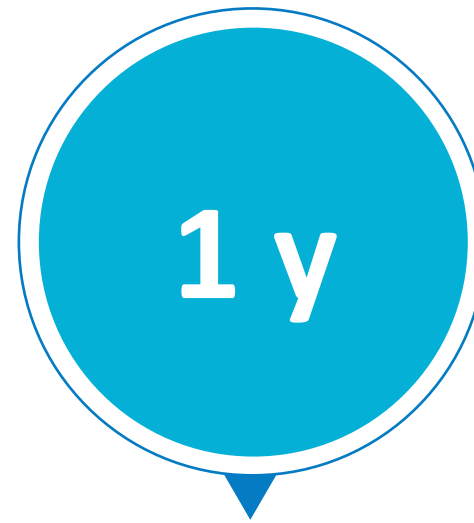
## Revenue

The targeted level of revenue required to achieve your valuation goals.



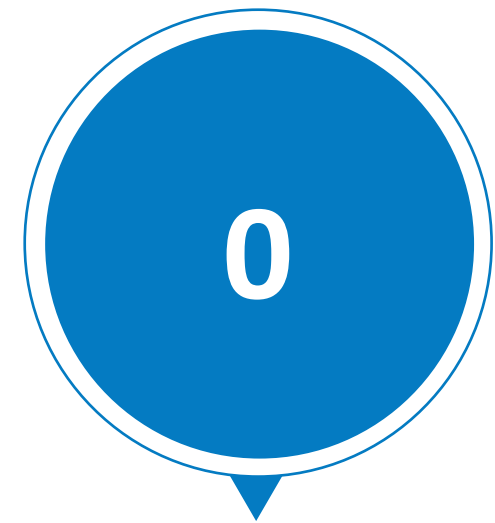
## Profit

The targeted level of profit required to achieve your valuation goals.



## Years

The timeframe in which you need to achieve your profit and revenue goals and complete the transition process.



## Valuation

The desired enterprise value of the business at the time of exit.

# PERSONAL WEALTH GOALS

These goals represent the Business Owner's stated goals. They have not been created necessarily taking into account all variables and personal & business information. We recommend that these goals be vetted by a professional personal wealth planner and/or other professional advisors.



1k

## Personal Assets

Your target personal assets at the time of exit. Note this excludes non income generating assets such as the family home.

1k

## Business Proceeds

The estimated business proceeds after tax and other expenses that you expect to receive after exiting the business.

1k

## Combined Assets

This is the sum of your personal "income producing" assets and your business proceeds.

1k

## Desired Income

This is the amount of desired income that you would like to have post transition to fund your lifestyle.

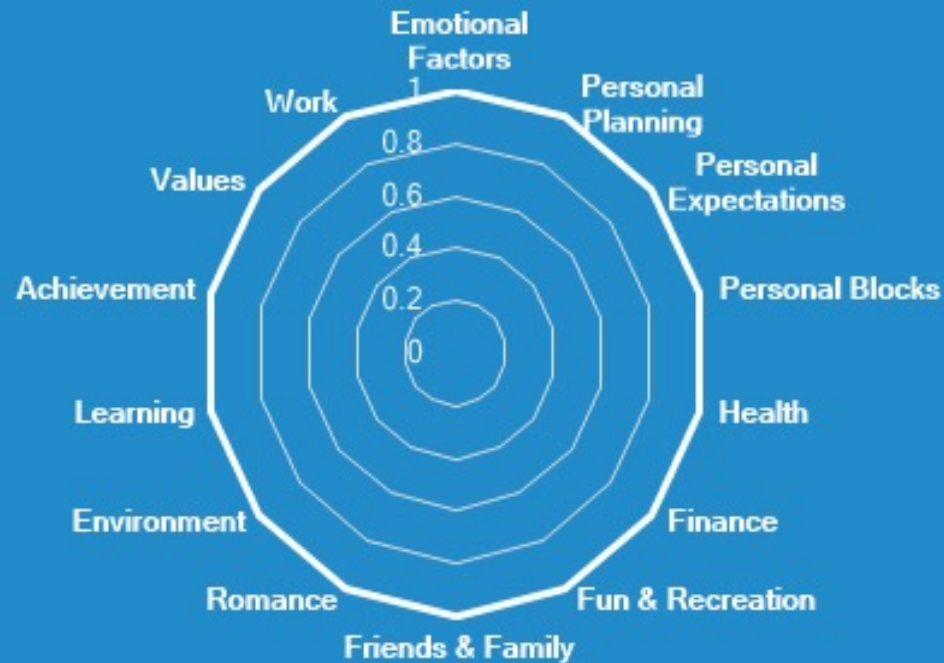


# Personal Wellness & Life after exit analysis

## Personal Wellness Goals

It is important that you prepare emotionally and physically for the transition.

This means you need to view the transition as an entire life change which is just as important as the financial and monetary side of the transition.



# Business Readiness ValueMax Score



Our top 5 Priorities

# Personal Readiness ValueMax Score

0%

0%

Personal  
Wealth & Risk

0%

Personal  
Wellness

Our top 5 Priorities

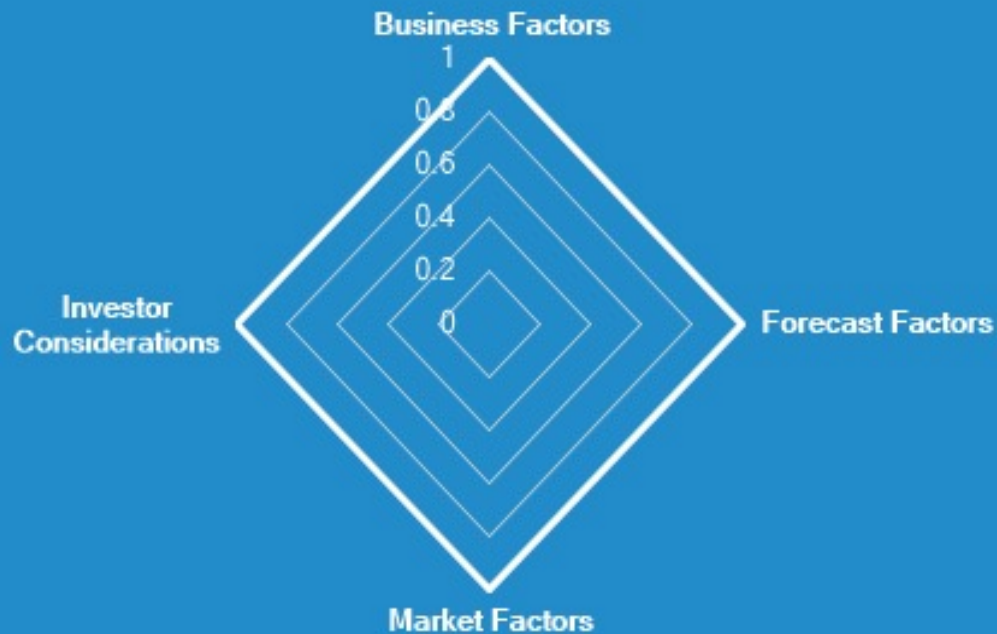


# Business Attractiveness Goals

It is important to make your business as attractive as possible to a potential buyer.

Based on worldwide research, the more attractive your business, the lower the potential risk to new shareholders and the more valuable your business.

## Business Attractiveness Assessment





# Exit Readiness Assessment



## Exit Readiness Goals

Your business may look initially attractive to a potential purchaser but it is likely to be devalued at the time of due diligence unless everything is in place.

Our detailed assessments will point out the gaps and help you to establish a structured pathway to exit readiness.

# Personal Wealth & Risk Goals

## Personal Wealth & Risk analysis

It is important to be prepared for the transition from a personal wealth & risk perspective.

We need to set goals around our personal wealth and our strategies before and after exit. Our income can greatly impact our future happiness. We also need to ensure that we have protected our family in the case of unforeseen circumstances.



# Business Plan CONTENT

A vertical timeline consisting of a thin grey line with a large blue dot at the top and several smaller black dots below it, each corresponding to a section of the business plan.

WHAT WE DO	SWOT ANALYSIS
WHAT IS SPECIAL ABOUT US	REVENUE FORECAST
BACKGROUND	OUR HIGH LEVEL GOALS
3 YEAR SALES FORECAST	MARKETING STRATEGIES
HIGH LEVEL GOALS	KEY STRATEGY BY SEGMENT
REVENUE BY MAJOR PRODUCT / GROUP	90 DAY PLAN
NEEDS ANALYSIS	BUSINESS GOALS
COMPETITOR ANALYSIS	CONTACT US
THE TEAM	





## WHAT WE DO

ABC Sample Corp  
sells a range of  
high quality  
products and  
services to the  
widget industry.



# What is special about our offering?

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## ABC Sample Corp offers the best quality product at the lowest price in the industry.

### OUR CREDIBILITY

- ✓ ABC Sample Corp Group has won an award every year for both company and product excellence
- ✓ Over 60,000 customers
- ✓ Over 20 years experience
- ✓ Multi award winning software
- ✓ Strong management team

### OUR PRODUCT / SERVICE ADVANTAGE

- ✓ We have one of the largest ranges of widgets in the world
- ✓ We have extremely strong support and customer satisfaction
- ✓ We have a 2 year money back guarantee on quality



## 3 YEAR REVENUE FORECAST

**\$87**

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**2021/2022  
REVENUE**

9% increased  
Over the previous year.

**\$96**

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**2022/2023  
REVENUE**

10% increased  
Over the previous year.

**\$106**

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**2023/2024  
REVENUE**

10% increased  
Over the previous year.

# OUR HIGH LEVEL OBJECTIVES

Listed below are our high level objectives for the forecast year



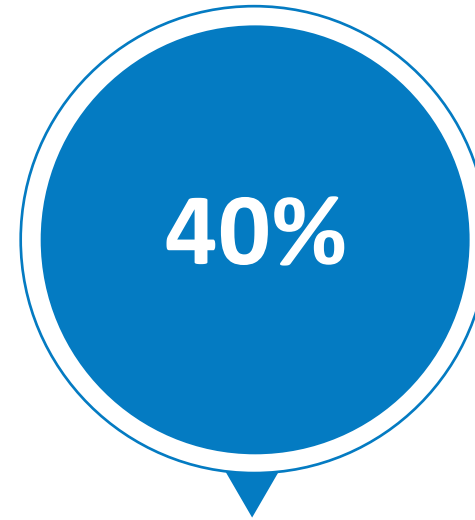
New Customers

This represents the number of customers forecast for the next budgeted year.



Revenue

This represents our estimated revenue forecast for next budgeted year

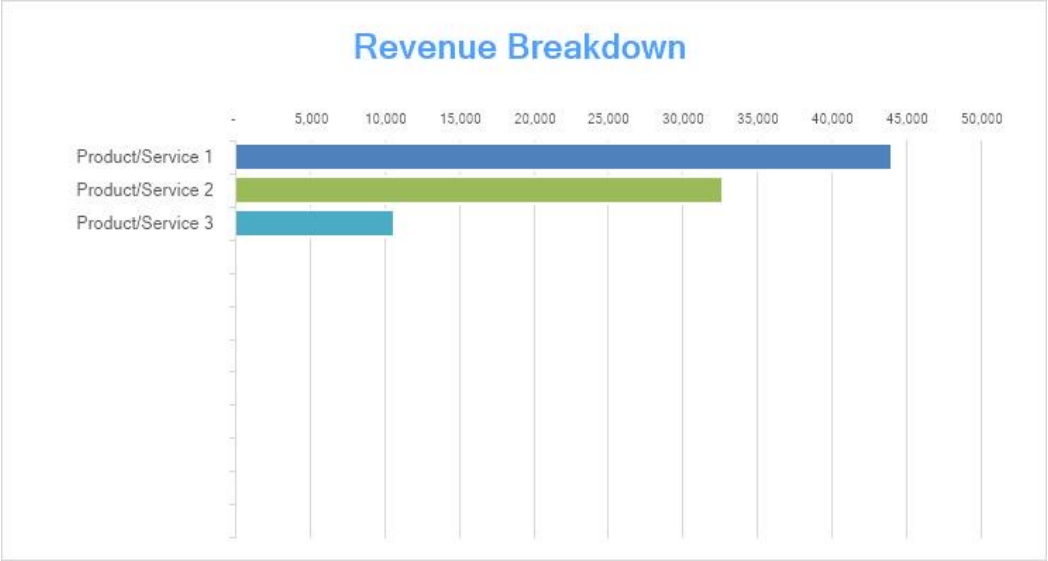
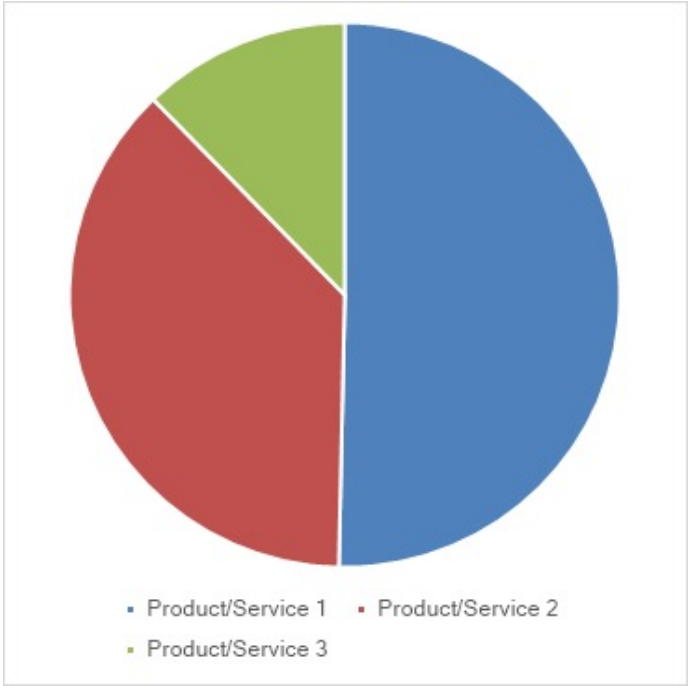


Growth

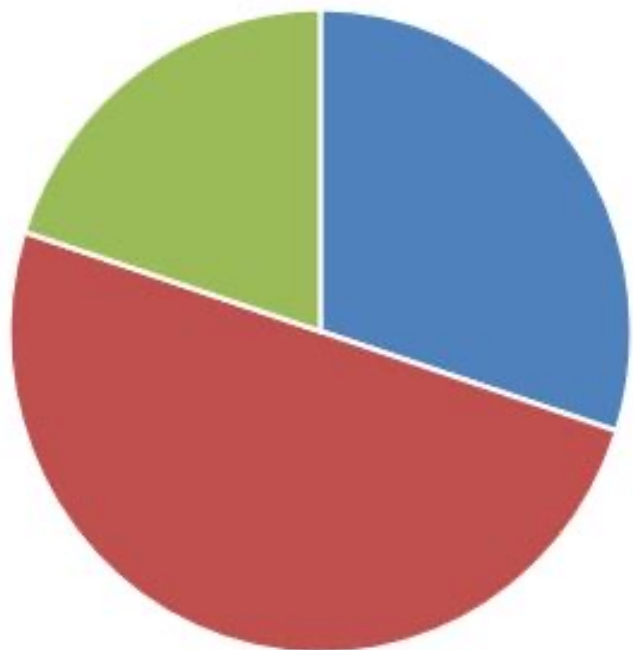
This represents the movement of revenue from the previous year.




# REVENUE BY MAJOR PRODUCT / GROUP

GST FREE PRODUCTS/ DIVISIONS (INCL EXPORTS)	LAST YEAR'S SALES	FORECAST GROWTH 2021	
Product/Service 1	\$40,000	10%	\$44,000
Product/Service 2	\$30,000	9%	\$32,700
Product/Service 3	\$10,000	7%	\$10,700
	\$80,000		\$87,400





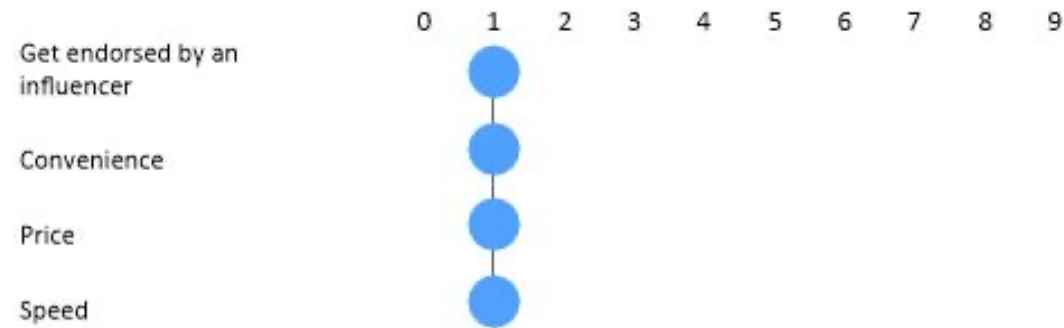


Segment Name	Pct	
Target Market 1	30%	
Target Market 2	50%	
Target Market 3	20%	

**OUR  
TARGET  
MARKET**

# OUR CUSTOMER SCORECARD

CRITERIA (Areas of observation)	COMPARISON TO OUR COMPETITOR(S)		
	Poor	Equal	Better



This graph lists the needs of our customers and then ranks the perception of us vs our competitors



# OUR COMPETITOR SCORECARD

Product/Price	Marketing/Web
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Competitor 1



What we do better

We offer a much better service for our customers.

What they do better

Bigger business better network

Competitor 2



What we do better

Our warranty is 1 year longer than theirs and our quality better

What they do better

They have a much lower price

Competitor 3



What we do better

We have better quality and after sales support

What they do better

Specialists in performance modifications as well



What we do better

What they do better

# OUR MARKETING SCORECARD

## KEY STRATEGY BY SEGMENT

STRATEGY - What will you need to do to be more successful?



Target Market 1	Offer word of mouth referral discounts in industrial/business areas
Target Market 2	Train our people to the next level so they can more effectively deal with enquiries from this segment
Target Market 3	Partner with bigger partners and alliance partners Run a campaign per month

## OVER THE LAST 12 MONTHS

How well you have met their needs

How well you have marketed





## We employ people that...

- Are positive people
- Go the extra mile for the client
- Follow through
- Engage in self development
- Commit to quality
- Want to be the best, rather than thinking they are the best.
- Love their work

## Customers remember our brand because...

- Good quality
- Good customer service
- Easy to use
- Reliable

## We encourage an environment that...

- As an equal opportunity employer, our company offers a challenging,
- professional and fast paced work environment with opportunities
- for personal development and advancement

# OUR CULTURE



# THE TEAM

We have listed below the key leadership team of the business



**John Smith**

CEO & Business Owner

Formerly the head engineer at a leading service centre. He now owns and runs this mobile service operation.



**Tom Smith**

Marketing Manager

Started off as an apprentice as a local service shop. Upon completion of his apprenticeship he was recruited by James to operate his own mobile service unit.



**Richard Smith**

Operations Manager

Recently finished school. Is now completing his apprenticeship with James as his mentor.



# COMPANY SWOT ANALYSIS

Listed below are the strengths, weaknesses, opportunities and threats of our company.

## STRENGTHS

Excellent customer base.  
Good reputation.  
Excellent quality product (waterproofing & durability).  
Good management skills.  
Good ability to extract information.

## WEAKNESSES

Not promoting the product to some segments.  
Reduced profitability.  
Existing machinery needs replacing, production problems have caused lost orders.  
Negative sales force.  
Poor programs to "centres of influence".

## OPPORTUNITIES

Add-on products such as contract management, lubrication, anti-corrosive materials etc.  
Growing marine and heavy industrial equipment segments.

## THREATS

Increasing supplier prices.  
Declining size of the widget segment.



# OUR GOALS

## SHAREHOLDER GOALS

Increase dividends by 5%

## BUSINESS GOALS

Increase customer base by 30 customers over the next year

Drop physical brochures into all surrounding homes and businesses with a first service discount

Incorporate a customer loyalty program where every 15 services one free service is accumulated

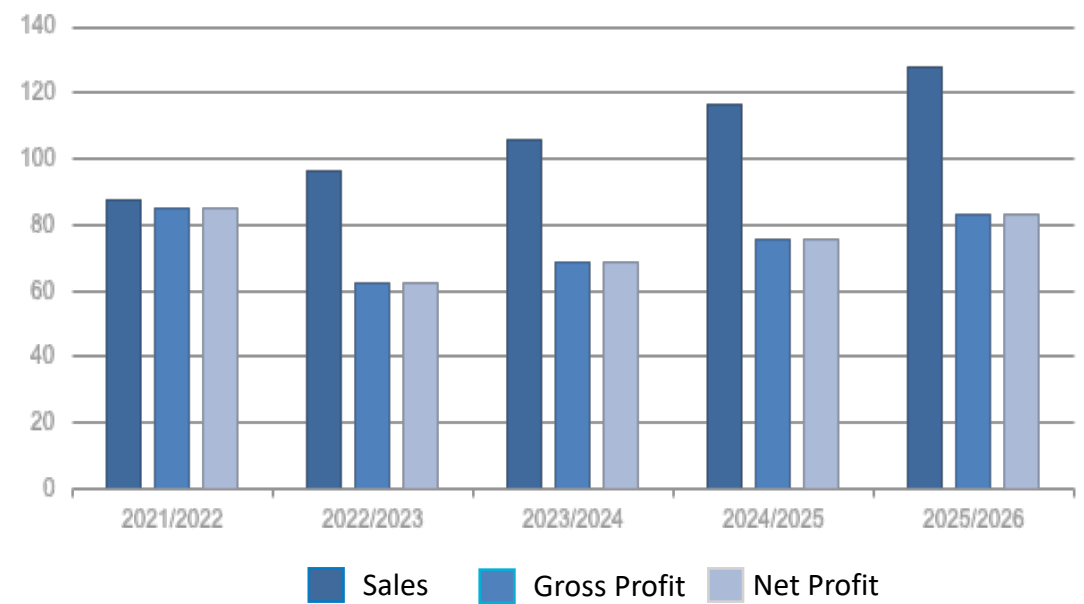


# REVENUE FORECAST

PROOF & ASSUMPTIONS SHOWING THAT THIS FORECAST IS ACHIEVABLE

	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
Revenue:	\$87	\$96	\$106	\$116	\$128
Cost of Goods %	3%	35%	35%	35%	35%
Cost of Goods	\$3	\$34	\$37	\$41	\$45
Gross Profit:	\$85	\$62	\$69	\$76	\$83
Gross Margin	97%	65%	65%	65%	65%
EBIT	\$85	\$62	\$69	\$76	\$83
Margin %	97%	65%	65%	65%	65%

FORECAST SALES & PROFIT



# REVENUE FORECAST



# MARKETING STRATEGIES

## HIGH LEVEL OBJECTIVES

Increase customer base by 30 customers over the next year  
Drop physical brochures into all surrounding homes and businesses with a first service discount  
Incorporate a customer loyalty program where every 15 services one free service is accumulated

## INFLUENCERS & CREDIBILITY STRATEGY

Partner with local dealerships to act as influencers

## PRICE STRATEGY

Penetrate the market 20% below that of dealerships and 10% below that of mobile competitors

## PRODUCT STRATEGY

Provide mobile servicing with mobile hoist system  
Provide a range of spare parts/fluids with a mark up  
Charge extra for out of hours emergency repairs

## DISTRIBUTION STRATEGY

Increase distribution with 2 more service vehicles in our fleet

## MARKETING STRATEGY

Increase our presence on social media as well as  
print advertising in the local area  
newspapers  
and local advertising boards

# MILESTONES

Major Strategic Goals



## MILESTONES - STRATEGIC GOALS

[illegible]



# OUR BUSINESS GOALS





# BUSINESS GOALS

Listed below are our Business Goals.

We will turn these goals into monthly metrics to keep the business on track

## FINANCIAL METRICS

Increase revenue through additions to our fleet & reduce our debt ratio accordingly.

## CUSTOMER METRICS

Increase customer base by 30 customers over the next year  
Drop physical brochures into all surrounding homes and businesses with a first service discount  
Incorporate a customer loyalty program where every 15 services one free service is accumulated

## SYSTEM & PROCESSES

Incorporate new operational policies and procedures to reduce training time spent on new apprentices.

## PEOPLE & INNOVATION

Provide mobile charging at our business locations  
Bring in a brand influence in the local automotive industry

# KEEP IN TOUCH

Our practice is there to help in any way we can. We are experts in our field. The process we use has been developed over 20 years and has been used by hundreds of businesses around the world. The process works!

Anthony Citrolo  
David Glanville  
The NYBB Group

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A grayscale background image showing a business handshake. Two men in suits are shaking hands over a desk. One man is wearing a wristwatch. In the foreground, a woman's hand is visible, holding a pen and writing on a document. There are also some papers and a laptop keyboard visible on the desk.

**THANK YOU**

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