



Buying or selling a business

Business Vision provides a highly professional and confidential sales consultancy service to buyers and sellers of businesses nationwide. Its portfolio of clients includes a range of high profile corporate organisations, while also specialising in the buying and selling of pubs and restaurants.

Business Vision maintains an immediate large classified listing of both businesses for sale and potential buyers whom are actively seeking to buy, lease or acquire a particular type of business or acquisition nationwide. Established in 1996, Business Vision have represented businesses in the manufacturing, construction, retail, distribution, publican and hospitality trade, property investment, the service sectors and commercial sectors in the private sale of their business.

The company provides an extremely private and confidential service, and does not publicly promote or advertise the business for sale. Instead, Business Vision tends to privately approach a shortlist of companies or individuals who are strategically positioned to buy the business in question.

• **Valuations of Business:** Business Vision gives advice on valuing the business and the going concern. It has an experienced team of business sales consultants whom have broad expertise and a proven track record.

• **Preparing a Prospectus of the Business for sale:** Business Vision concentrates on highlighting the salient details of the business which is sent to genuine potential purchasers.

• **Executing a binding Confidentiality Agreement:** Business Vision screens all prospective purchasers and implements a binding Confidentiality Agreement which they must sign before we disclose any information about the properties for sale.

• **Develop Sales and Marketing Plan:** Business Vision develops a marketing plan and designs and plans strategic advertising in publications, websites and



other media and tailors the advertising medium to suit a particular type of business in question.

• **Buyer Sourcing/Identification:**

Business Vision has an immediate database of enquiries from potential buyers for over 9 years. This database is filtered to seek potential buyers.

• **Buyer Targeting:** Business Vision screens and targets potential buyers who are in similar sector and match a business that may be an excellent bolt on opportunity.

• **Negotiations and Sale Agreement:** Business Vision conducts all negotiations with prospective purchasers up to and including negotiating/agreeing the basic terms of sale and drafting Heads of Agreement.

• **Dialogue to Sale Completion:** Business Vision liaises with professional advisors such as solicitors, accountants and the client throughout the due diligence process, up to and including the execution of a share sale agreement and business/asset sale agreement.

Business Vision also has experienced consultants that represent clients in the sale of their company. The success rate of a Corporate/SME sector sale is often based on the company's financial track record, custom base, asset value in terms of property, debtor book, work in

progress and long term contracts. Business Vision consultants advise on the proposed structure of the sale i.e. should the sale be asset sale or share purchase, and also give advice on a tax efficient structure of the proposed sale. The company carries out a step by step process to ensure a successful sale to closure, and has recently advised many clients in the engineering manufacturing sector on management buy outs and partner buy ins. Business Vision also has expert consultants who can advise on sale of Commercial Property Investments and Commercial Property sale & Lease Back. Business Vision Senior Corporate and Commercial Consultant is Alan Loughrey who can be contacted on alanloughrey@businessvision.ie or 087 2222025.

One of the fastest growing divisions within of our company is our Hospitality division. We act on behalf of clients in selling pubs, hotels and restaurants nationwide. Once a client approaches us to sell their hospitality business, we meet them on a one-to-one basis to formulate a confidential sales strategy. Our target market for the sale of the business is nationwide. Through advertising on national papers and networking with members of the Vintners Federation.

Business Vision has a very successful track record in the sale and lease of filling stations and convenience stores, general convenience and grocery stores and large supermarkets nationwide. The sale of retail business is mainly determined by location of business and turnover. Business Vision have immediate database of buyers in the sector who are regularly looking for opportunities. ■

*Business Vision
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