

# Business Vision makes sales its business

Business Vision is a discreet facilitator of business-to-business sales

**B**usiness Vision provides a highly professional and confidential sales consultancy service to buyers and sellers of small to medium-sized businesses nationwide. Our portfolio of clients includes a range of high-profile corporate organisations and SMEs. We also specialise 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 who are actively seeking to buy, lease or acquire a particular type of business or acquisition nationwide.

Established in 1996, Business Vision has 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.

We provide a private and confidential service, and do not publicly promote or advertise the business for sale. We tend to approach a shortlist of companies or individuals privately who are strategically positioned to buy the business in question.

Business Vision services

■ Valuations of business

We give advice on valuing the business and the going concern. We have an experienced team of business sales consultants who have broad expertise and a proven track record.

■ Preparing a prospectus of the business for sale

We concentrate 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



Alan Loughrey Managing Director of Business Vision

implements a binding confidentiality agreement which they must sign before we disclose any information about the properties for sale.

■ Develop sales and marketing plan

We develop a marketing plan and design and plan strategic advertising in publications, websites and other media and tailor 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 nine years; this database is filtered to seek potential buyers.

■ Buyer targeting

We screen and target potential buyers who are in similar sectors and match a business that may be an excellent bolt-on opportunity.

■ Negotiations – sale agreement

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

■ Dialogue to sale completion

We liaise with professional advisers such as solicitors, ac-

countants and the client throughout due diligence process up to and including the execution of a share sale agreement and/or business/asset sale agreement.

■ Corporate SME sector & commercial property sales

Business Vision 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, for example, deciding whether the sale should be asset sale or share purchase.

We also give advice on a tax-efficient structure of the proposed sale. We carry out a step by step process to ensure a successful sale to closure. We have recently advised many clients in the engineering manufacturing sector on management buyouts and partner buy-ins.

We also have expert consultants who can advise on sale of Commercial Property Investments and Commercial Property sale and lease back.

*Alan Loughrey is our Business Vision Senior Corporate*

*and Commercial Consultant. He can be contacted on [alanloughrey@businessvision.ie](mailto:alanloughrey@businessvision.ie) or 087 2222025*

## Hospitality division

One of the fastest growing divisions within our company is our hospitality division. We act on behalf of clients 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.

## Retail division

Business Vision has a 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 has an immediate database of buyers in the sector who regularly look for opportunities.

Should you wish to find out more about our services please contact us at:

## Business Vision

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