Optimal
Business Advantage
M&A SERVICES

Mergers & Acquisition Advisory Services

SELLING

Intermediary Services
Business Marketing
Deal Structure

ADVISORY

Business Development
Strategic Planning
Funding Strategies

BUYING

Acquisition Services
Integration Strategies
Business Search

Maximising Deal Value In Selling & Buying Businesses

What We Do

At Optimal, we specialise in providing expert advisory services to both private companies and corporations looking to sell or buy a business in the Australian market. We focus on engineering, wholesale and technology ventures typically of mid-size with a revenue range between $10M to $75M.

We also provide strategic advice & consulting including planning, executing, special project management and funding strategies in support of our M&A services.

Case Studies

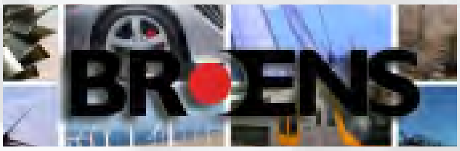
NTC POWERTRAIN

Automotive consulting engineers, focusing on the development of automatic and dual clutch transmissions for passenger cars.

Clients number Borg Warner, General Motors, VW, Great Wall Motors.

Acquired by AVL of Austria, the worlds largest power train consulting engineering company.

AVL



Iconic multi-site precision engineering company based in NSW and South Australia, employing over 150 staff.

Clients include Boeing, BAE Systems, Matrix, Defence, GMH.

Broens was acquired by Forgacs, a very large heavy engineering company currently making modules for the navy air warfare destroyer program.

Forgacs

mainpac

Solutions help extend asset life-cycle, reduce maintenance costs and increase asset availability and operational effectiveness.

Clients include DP World, Newcrest Mining, MacMahon, Anglogold, Macqurie Power/Mac Gen/AGL.

Acquired by EAI, an Australian special purpose investment company.

Enterprise Asset Intelligence

What our Clients Say

“I would certainly recommend the intermediary services of Optimal to facilitate the sale of sophisticated engineering or technical business” **Carlos Broens, Founder.** Broens Group

“I would recommend the services of Optimal and Jonathan who at short notice was available to listen, provide feedback and updates and to deal with all parties involved in the deal.” **James Kirk, CEO.** Mainpac Pty Ltd

How We Maximise Deal Value

Selling or buying a business is a full time occupation: it is essential to avoid passive processes and clearly understand what is for sale so that the deal is matched with the prospects motives. Finding the right prospects requires an intense marketing campaign to ensure the highest level of interest and introduce competition.

We remain diligent and persistent in our approach and keep the deal company informed at each stage in the process, striving for no surprises as we ‘Sell the Future’ and maximise deal value.

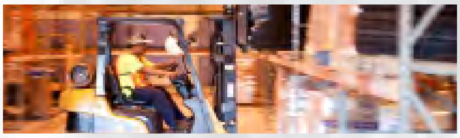
4 Phases In Selling Your Business

Phase I: Preparation	Phase II: Marketing	Phase III: Due Diligence	Phase IV: Completion
Planning Meeting	Prospect Identification	Review Offers with Client	Sign Documentation
Prepare Documentation	Activate Marketing Campaign	Client Accepts Offer	Finances
Develop Marketing Plans	Prospect Engagement	Structure the Deal	Legal
Establish Data Room	1st & 2nd Round Offers	Deal Documentation	

Industries Served

Engineering

Manufacturing; Engineering services (repair and maintenance), Resources (mining, sand and gravel); Oil and gas; Equipment operators; Ports and harbours; Recreational marine; Automotive design development and consulting engineering; Structural steel; Heavy engineering.



Wholesale

Importers; Exporters: Distributors, Business to business sales and services, agents and agencies; Freight and logistics (trucking interstate line haul, local, cross-dock and warehousing); Leasing and rental.

Technology

Information and communication technology; Software and application solution developers; Hardware solution providers; Project management and implementation consulting services; Data centre owners and managers; Support services, storage and peripherals; Electronics and electrical.

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Our Team of Key Experts

Jonathan Seddon
Managing Director

0418 597 120

Founder of Optimal, Jonathan has over 25 years executive local and international experience managing technical and complex companies. Jonathan has been widely involved in M&A activities with medium and large businesses including ownership of a national import and wholesale business.

Simon Wilson
Market Development Director

0425 833 631

Former CEO with experience in industrial manufacturing, international marketing and B2B sales within both corporate and private companies, Simon has operated across oil & gas, marine, mining, industrial markets and brings nearly three decades of knowledge to the Optimal team.

Richard Tamba
Regional Director, Sydney

0418 612 852

Ric has a track record of successfully developing technology through to production for over 30 years and in 2011 was awarded the Institution of Engineers Entrepreneur of the Year.

Why Optimal?

At Optimal we are engineers with plenty of business and M&A experience and a strong focus on technical and industrial markets. We can quickly empathise with the pressures these types of business face, the jargon used and the environments in which they operate, giving us an edge in discussing operational and financial issues with prospective buyers.

We also identify what makes the business attractive to a buyer by understanding the buyer's needs and how the acquisition will fit. By looking at the opportunity from all angles we are able to find the right fit, improve outcomes and most importantly achieve best price.

Optimal also partners with specialist providers to offer services outside its immediate scope. These include funding options to potential buyers, legal services and other value added to assist in successfully completing the transaction where required.

Mid-Sized Business Specialists: Engineering | Wholesale | Technology

Optimal Business Advantage, Melbourne **www.gotoOptimal.com.au**