



International Business Development
Strategy and Implementation

CASE STUDY

ACQUISITION STRATEGY

Opportunity Assessment for an M & A Project

Background

- A privately held European manufacturer of specialty chemicals for the pharmaceutical, nutrition and personal care markets was considering entering North America by acquisition.

Challenges

- The client had identified a list of acquisition targets, but was unsure of the best way to approach and negotiate. Most of the acquisition targets were family held enterprises.
- Make progress to acquire a company within a price range that appeared restrictive relative to the potential value of the acquisition targets.

TCG Approach

- Research acquisition candidates to prepare for face-to-face discussions.
- Use TCG network to obtain personal introductions into each company.
- Set up and lead face-to-face CEO meetings with 15 targets.

Results

- Offer made for a company at the upper limit of the company's target price range.

Value to Client

- TCG provided the Client with the ability to pursue an acquisition strategy and then conduct highly sensitive negotiations in an unfamiliar geography.

Technology Commercialization Group, LLC

1009 Slater Road, Suite 450, Durham, NC 27703 USA • 919-941-0700 • www.tcgmedtech.com