



“A comprehensive Ad.LINK programme was implemented to ensure contestability.”

Buyer consolidates and thrives

Company Guaranteed Installation Services (GIS)

Time to sell 8 months

Sold At asking price (in excess of \$1 million)

Customer

A successful and established business operating in the stainless-steel sector.

Background

GIS enjoyed a long and successful trading history building and sustaining customer relationships with industrial customers, primarily in the food processing sector.

Brief

It was time for retirement. The owner expected to achieve a reasonable price, one that reflected the premium position that he had created for the business in the steel processing industry.

Our approach

A comprehensive Ad.LINK programme was implemented to ensure contestability. The business was presented generically to maintain confidentiality and enquiries were received from a significant number of prospective purchasers, the majority already operating in the sector.

Result

The business was sold to a purchaser operating a complementary business where the GIS expertise and customer list would augment those of the buyer.

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