

CASE STUDIES – OPTIMIZE INTERNATIONAL

Shelving Systems

Project background and description — A shelving systems company sort patent their unique slat-wall shelving systems throughout several major countries around the world.

Assistance to develop a plan and strategies to identify potential buyers of each patent in each country or purchases by designated regions.

Principal markets are retail shopfitting Industry, commercial fit outs and DIY markets. More specifically, the largest volumes are sold in retail environments, followed by commercial offices: home garages: wardrobes: and a number of other smaller segments.

The problem — The directors are looking to sell the business in totality or raise capital by selling shares in the business or raise capital by selling distribution rights to buyers in various countries around the world (most preferred and likely scenario).

Project goals and objectives — Draft a prospectus based on updated historical sales.

Identify any potential buyers and include with current target buyers

Contact all target buyers from the key international markets and review responses.

Clarification on the term “Sale of Business” to include, Sale of distribution rights / agreements, Licensing of the technology, Franchise model, Investment from single or multiple investors.

Status of patents by each country and sales in the pipeline including sales forecasts and any major current or potential client agreements or contracts.

Outcome — In conjunction with Optimize International, Paul Cormick worked as a principal project manager.

The brief was exceeded in successfully identifying a qualified 362 targets globally, including a detailed market analysis all major related industry bodies in each country in a detailed business case.

