



## ➔ **Optimizing the sale strategy of a leading Brazilian food company**

### **Context**

An important Argentine business group with interests in diverse industries required STRAT Consulting's assistance in the value maximization of the sale of a company they owned, with presence in two important segments of the Brazilian food market. Despite the fact that the company found itself in a solid position in both markets, its delicate financial situation forced a sale operation. In this context, the main interested part to acquire the company was an Argentine group, leader in various food markets, whose economic offer did not reflect at first the strategic value of the company to be acquired.

### **STRAT Consulting's contribution**

In this context, STRAT Consulting's collaboration consisted on the analysis of the negotiating stance of the parts involved, the design of the transaction structure that would allow optimizing the client's interests and the development of the negotiation strategy with the main interested part to acquire the company that would allow maximizing the value of the operation.

For this purpose, STRAT Consulting evaluated the key variables of the operation, the proposed alternative architectures and conducted the negotiation with the interested part. Since the offers made by the potential acquirer continued to be lower than the expectations of the shareholder, STRAT Consulting proposed to diversify the alternatives of negotiation and identified other strategic potential buyers.

### **Results of the project**

The company was successfully sold to the main alternative buyer identified by STRAT Consulting, maximizing the value of the operation.

➔ STRAT Consulting identified a strategic buyer, with whom the transaction was successfully settled, maximizing the Client's value

