



## ➔ Reformulating the business plans and identifying acquirers for two firms of the electro mechanic sector

### Context

The competitive position of a local producer and dealer of electric transformers was deeply affected by the strong modification of the strategic scenery as from December 2001. The company was mainly focused on the internal market, operated with a low level of activity and a high debt ratio. An international bank, main stockholder of the company, solicited STRAT Consulting's assistance to adapt the firm's business plan to the new context and in the identification of potential acquirers.

### STRAT Consulting's contribution

STRAT Consulting developed a working team together with key personnel of the company and of the international bank in order to elaborate a diagnosis including strategic, operative, commercial, organizational and economic-financial aspects of the company. In this way, the results of the strategy and the characteristics of the main regional markets of the firm were analyzed. Considering the substantial modifications of the business environment, an alternative strategic position was proposed for the firm.

With this analysis, STRAT Consulting reformulated the business plan of the company, adapting it to the potential opportunities of the new competitive context. Opportunities to improve and possible synergies with other stockholding companies were identified.

Finally, potential investors interested in acquiring the company were identified.

### Results of the project

STRAT Consulting made contact with interested investors. The sale and operative transfer of the company was successfully closed with one of the investors identified by STRAT Consulting. Through the implementation of defined strategic guidelines, the company has recovered an activity level substantially higher than its break even point.

➔ The firm recovered a higher level of activity than the break even point and was sold to one of the investors identified by STRAT Consulting

