

Future proofing your business

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The choice is yours.....

- Business maintenance and development
- Growth by acquisition or merger
- Creating opportunity for exit
- Secure your future

The framework

- Timebound
- Lifestyle led
- Opportunity driven

This might be obvious but....

- Know what you are buying
- Know what you are selling
- What's important to one organisation might not be the same as another....

Case study – The Brewery



A love affair with venues....

- Whitbread
- The Sale
- The MBO Opportunity
- Valuing the business

Valuing the business

- EBITDA
- Pipeline business
- Sweating the asset

The break up

- Asset value
- Sales Growth opportunity
- Reducing costs

Managing the relationship

- Stakeholders
- Employees
- Clients

When is enough enough?

- Managing Expectations
- Diversifying the business
- Diluting the value of the business
- Driving the business forward

Case Study – Camm & Hooper



Concept

- Create unique event spaces in iconic London buildings
- Grow the business to 6 sites in 3 – 5 years
- Exit

Backing

- Imbiba Partnership
 - Market Knowledge
 - Financial expertise
 - Board
 - Funding

Enterprise investment Scheme

- In excess of 70 Private Investors with 20k – 400k stake
- 5 million target
- 3.8 million to tranche 2

My role

- Find the venue and crunch the numbers
- Agree the concept, design, staffing and spend
- Create and execute the operating 5 year business plan
- Interact with investors

Interacting with Investors

- Selling the vision
- Backing up the financials
- Preparing for every eventuality
- Bringing them on the journey

Value Added Return on Investment

- Policies and procedures
 - PSL- Forth Hospitality-Zonal- Sales Force
- Personnel
 - 16% of the business
- Customers
 - contacts-repeat business-pipeline

Exit

- Identify potential purchasers
 - Who would be interested in your business?
 - Understand what they would value
 - How could you improve the value of your business based on their business practises?

Summary

- Stick to what you know
- Know your financials inside out
- Plan for all the outcomes you can think of
- Be as transparent as you can with your team