



## CASE STUDY

# Buy

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## Meet Alex

Alex Forster is an investor and chartered accountant. He left a senior role in the international trade and development sector with a vision to buy and build his own business. After a business purchase deal fell through, Alex enlisted the help of The MGroup. Already a client to the accountancy division of the The MGroup, Alex was familiar with the company, and formed a trusted, practical partnership with Mark Crossfield.

Alex purchased Hunt Bespoke Kitchens and Interiors Limited. Based in the Cotswolds, they provide bespoke kitchen and joinery projects.

# The MGroup's Support

We worked collaboratively with Alex to identify and approach suitable business opportunities utilising our wide range of contacts. As an individual purchaser looking to take a Management Buy In (MBI) approach, the challenge has always been competing with trade buyers who may have deeper pockets and offer obvious synergies to the seller.

Our role was to position Alex in the best possible light, to find a suitable business that would benefit from his experience and utilise his expertise alongside a phased exit for the sellers. There are many situations where a trade sale is not preferable and introducing an MBI can form a stronger fit with the aspirations and future plans of the seller.

Hunt Bespoke Kitchens and Interiors Ltd offered such an opportunity, and we are delighted to have supported Alex to finalise the offer, fund the transaction and complete the purchase. Our accounting partners have also assisted with the financial modelling and tax support, so it's been a great team effort!

## SUPPORTING YOU FROM THE FIRST INTERACTION THROUGH TO THE FINAL ONE

*Mark Crossfield, Partner, The MGroup Corporate Finance*

"I was delighted to have guided Alex through the process using our knowledge and expertise. From identifying a suitable business opportunity to completing his purchase, it was a challenging process. By utilising our wide range of contacts and close relationships with key sources, the process was achievable and led to a successful outcome for us all."





# In Alex's Words

My experience working with The MGroup has been a happy one. It allowed me to buy a business I'm delighted with, and also to gain an understanding of the world of buying and selling. The MGroup team guided me through the entire buying process from my first inquiry to post-transaction.

After meeting with The MGroup, I understood what was achievable for me, and the personable, approachable nature of the team members enabled us to form a trusted partnership. The MGroup acted on my behalf, always with professionalism and diligence. They were proactive and conscientious and I have recommended them to one of my contacts who is looking to conduct a buy/sell transaction.

I was immediately impressed with how well connected The MGroup are. Their ability to narrow down options meant I was always presented with relevant and suitable buying opportunities to consider. A font of knowledge for anyone buying a small to medium sized enterprise, The MGroup understand and manage issues that are unique to this size of business. They have a wealth of regional expertise around buy and sell trends, and pitch opportunities at the appropriate level, so I felt reassured that any options presented to me were going to be viable.

In addition to their technical and practical expertise, The MGroup understand that buying or selling a business, and finding out what your business is worth can be a difficult process. They deal with the emotions surrounding this with sensitivity and compassion.

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