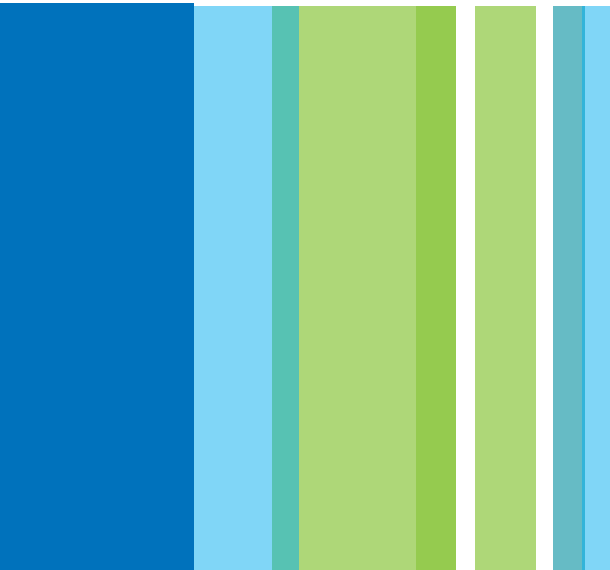


Take the first step
in **Owning** or **Expanding** your **Business**



BUY*biz***SELL***biz*

Buying Business Made Easy

Why Should I Buy a Business?

Businesses are bought both by first time entrepreneurs or existing business owners. From time immemorial people have been drawn to the spirit of owning their own business. From unlimited financial upside, to the excitement of being your own boss... the reasons are endless. The upside of profit combined with achievement of success is what makes Entrepreneurship so attractive.

Businesses are also bought by existing Business Owners who may want to diversify or expand by acquiring another business in their industry. This is referred to as Mergers & Acquisitions (M & A) and it refers to the aspect of business strategy dealing with the buying, selling and combining of different businesses that can help a company grow rapidly.

Whether you are a budding Entrepreneur or an existing Business Owner, the sizzling growth rate of the Indian economy means this is the RIGHT TIME to expand your horizons. You can either start from the scratch or buy an existing business and start from a solid base.

Buying An Existing Business

Let us be really honest - the vast majority of new businesses fail. One way of reducing that risk and increasing your chances of success significantly is by buying an Existing Business with proven track record. A big advantage in buying an existing business is that it would have existing cash flow, existing assets like land, machines, established customer and vendor relationships, trained employees and market-proven products and services.

Some other advantages are:

- The business is 'up and running' already. You can review actual operating results rather than just projected results
- Existing client base so you can expect immediate cash flow from the ongoing business activities
- Existing licenses and permits
- The previous owners are likely to lend support and goodwill.
- The business can be leveraged to raise finance
- There is a tried and tested business formula to emulate.

Generally more chance of success than starting a similar business from scratch.

Market Place for privately owned small to mid-sized companies

No marketplace currently exists in India for the mergers and acquisitions of privately owned small to mid-sized companies. As a potential buyer, you may not know where to go to look for businesses that fit your personal and financial criteria, who to talk to, how to ensure you are getting information that you can trust, how to value the business, how to arrange for financing, what legal issues to keep in mind etc.

The key reasons for this lack of information is that sellers generally wish to maintain a level of anonymity about their efforts to sell such companies. The concern for anonymity from sellers usually arises from the possible negative reactions a company's employees, bankers, suppliers, customers and others might have if the effort or interest to seek a transaction were to become known. This leads to attempts by most small business owners to use their friends, relatives, CAs (Chartered Accountant) and Attorneys to try and sell their business.

This creates a situation where unless you as a buyer have a connection to that seller, you may not know that business is up for sale even if it is a perfect fit for you. This lack of information also creates a state of affairs where the sellers are also not able to reach out to all the potential buyers. As a buyer of business today, you also need to keep in mind that you may be a seller of the same business after a few years, whether to benefit from the increase in company's valuation based on your hard work or for some personal reasons.

All this creates a need for a market place where potential business buyers and sellers of small and medium sized companies can exchange information with each other in a confidential and trusted manner.





Why Use a BuyBizSellBiz Business Intermediary?

At **BuyBizSellBiz**, our mission is to turn your dream of buying a business into a reality. Buying a business involves many processes which include finding a business, indicating interest to seller, preliminary discussions, due-diligence, valuation of the business, negotiation for right price, raising finance, closure and transition. Our well trained professionals bring an unparalleled level of expertise to business buy & sell process and look after all your needs and interest throughout the process.

Pioneers in this business

BuyBizSellBiz is a pioneer in India in the market place for mergers and acquisitions of privately owned small to mid-sized companies. We bring the best of the business transfer expertise from the U.S.A with an intricate knowledge of the local Indian business environment. Our founding members have experience running businesses in India and have also been trained in the U.S.A. on the business transfer process. All BuyBizSellBiz Business Intermediaries are trained in the processes of transferring a business for sale to a prospective business buyer. What you get is a team of well trained professionals who bring an unparalleled level of expertise in the process of buying & selling a business.



We Have Access To Businesses For Sale

BuyBizSellBiz intermediaries have unparalleled access to variety of businesses that may be up for sale since we analyze businesses across many different industries & locations. We also save you time and money by effectively finding business for you. When visiting our office, you will have the opportunity to look at many businesses for sale.

We Help You Choose the Right Business for YOU

The reason for buying a business and the type of business that one wants to buy varies from person to person. We help you choose the right business for you based on your personal and financial criteria. Our BuyBizSellBiz intermediaries will work with you on a 1-1 basis to understand your unique needs and make a plan that suits you best.

We Help You Value A Business

The likely sale price of a business is a function of several factors like sales history, future potential, location, industry trends, timing etc. Using well defined rules and parameters, we assist in determining the fair market value of the business to help you make the right offer. To determine the fair market value of the business on sale, we have tied up with a 'Business valuations' firm (Bon Ami Business Valuations, www.businessvaluations.co.in) which specializes in valuing business in small & medium enterprise area.



We Are Professional Negotiators

BuyBizSellBiz Business Intermediaries are trained negotiators. The sale or purchase of a business is an important and often life-changing event. Both the buyer and seller of a business want to come out on top of the negotiating process and often have conflicting goals in the negotiation process.

At BuyBizSellBiz, we understand this and our intermediaries help guide both parties through the process of writing an offer, presenting counter-offers [in brochure this incorrectly shows with spaces "counter – offer"!!] and working with service professionals, such as accountants and attorneys, to increase the probability of a hassle-free mutually beneficial business sale. BuyBizSellBiz in house process makes the transition from prospective business buyer to new business owner smooth and less complicated.

We Help You In Financing the Transaction

Buyer may not have requisite money or reserves to finance the deal and thus may require financing. In cooperation with our partners, our skilled advisors can negotiate financing and formulate a financial plan that works for you.



We Keep The Process Moving

The business buying process can get derailed at any of the stages in the absence of a skilled business intermediary. Your intermediary will lead you through and stay on top of each step of the process of buying a new business, including but not limited to, identifying a business that fits your criteria, making an offer to purchase, obtaining the necessary financing, completing all legal formalities and, finally, closing the actual purchase transaction.

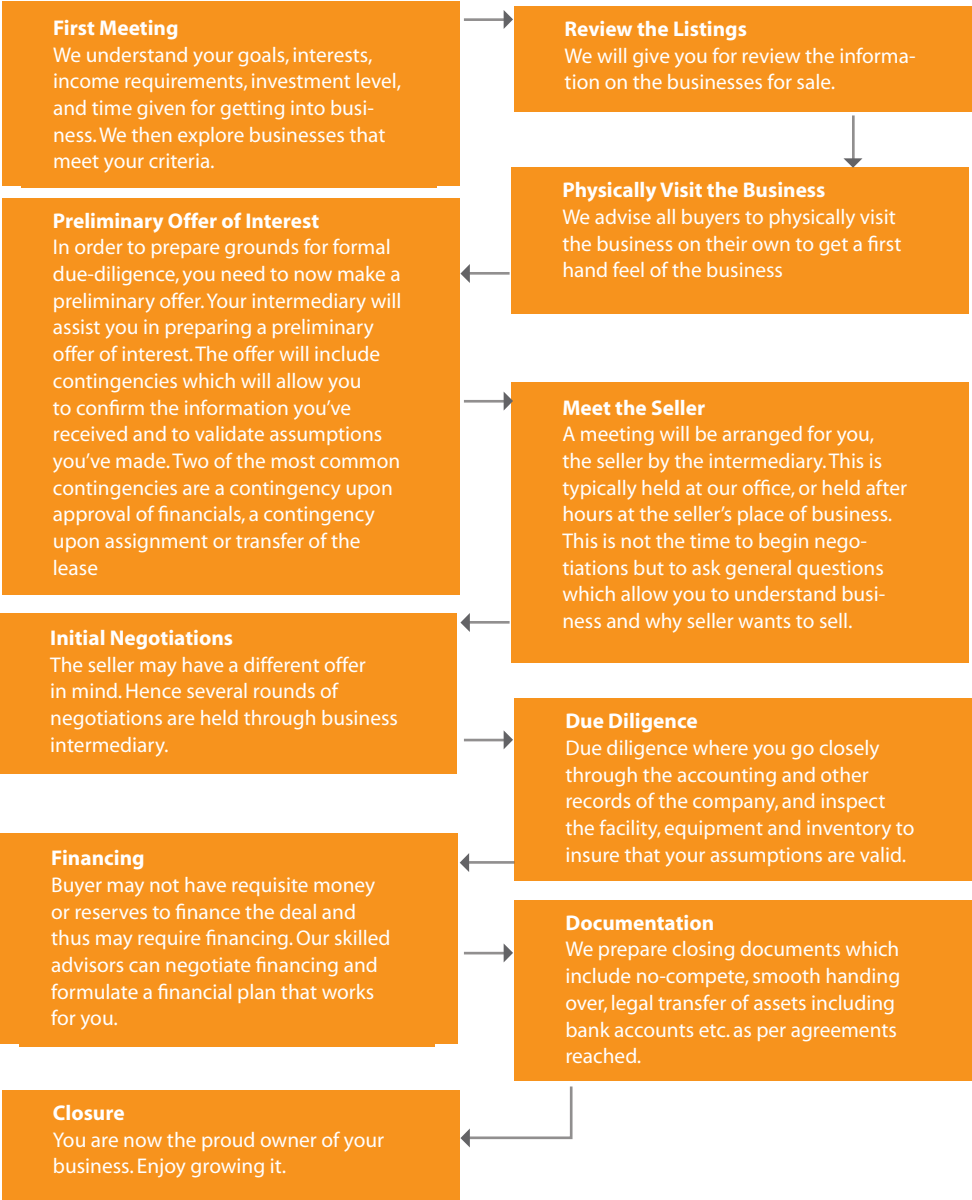


We Protect Your Confidentiality

Using a BuyBizSellBiz Business Intermediary to buy a business will ensure that your confidentiality will be protected as you initiate your search for a business to buy. Your business intermediary is trained to keep your financial standing and information confidential and not reveal your identity to a potential business seller until both parties agree to do so.



Business Transfer Process



With BuyBizSellBiz, you can find a business that you can be passionate about. You will also have the peace of mind knowing that you have purchased the right business for you as per your goals and financial needs. Remember, your BuyBizSellBiz intermediary is a trained, experienced professional. Utilize your intermediary's talents and call your intermediary whenever you need assistance or have questions about the process.

BuyBizSellBiz can make your dreams of owning a business a reality. Let our trained professionals show you how.

Take The First Step In Owning or Expanding Your Business
Contact us for a Free Buyer Information meeting.

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