

# BATTERY MANUFACTURER STUDY

*SUMMARY: FIND A BUYER TO BRING A BUSINESS UP-TO-DATE ON TECHNOLOGY IN ADMINISTRATIVE OPERATIONS*

## SUBJECT

Since the 1950s, this commercial battery booster manufacturer and distributor in Washington state owned the market. It only had one commercial competitor, which kept revenue consistent with over 650 clients like car dealerships and auction houses making monthly payments. The current owner had not marketed the company in over 15 years, leaving potential for growth to word of mouth and reputation.



## CHALLENGE

Assist the owner in finding a buyer to create efficient processes and supply chain management for inventory and parts and bring the business's technology up-to-date.

## STATS

**Industry:** National, Commercial Battery Booster Manufacturer and Distributor

**Annual Revenue Range:** Under \$20 million

**Referral Source:** Retail banking branch manager

## OUTCOME

*Freeman Lundt found a strategic buyer with a background in manufacturing and lean process improvement. The buyer, a CEO and a former head of divisions in Fortune 500 companies, recognized the potential for this company, which shows in the final sale price that was higher than the next two offers by 64.3% and 91.7%.*

*Freeman Lundt assisted the buyer in purchasing the manufacturer by arranging for the buyout of the Oregon and Idaho distributorships along with the sale of Washington. The buyer leveraged the Washington sale to give him a foothold in the sale of the manufacturer and all unassigned territories in the United States and Canada.*

*Freeman Lundt elevated the benefits of the sale of the company for the business owner and the buyer.*