

THE MERGER & ACQUISITION PROCESS

PLANNING	MATERIALS PREPARATION	MARKETING	NEGOTIATION & DUE DILIGENCE	CLOSING
Gather Information	Extensive Due Diligence	Develop Marketing Strategy	Evaluate Expressions of Interest	Keep Backup Buyers Engaged
Understand objectives of owners and company	Create a Persuasive Confidential Information Memorandum	Distribute Acquisition Opportunity Mailer "Teaser"	Due Diligence on All Buyers	Facilitate Negotiations Between All Parties
Establish valuation parameters	Create an Acquisition Opportunity Mailer "Teaser"	Approach Potential Buyers and Coordinate Execution of Confidentiality Agreements	Create Environment Producing Competitive Pricing	Support of Legal Document Drafting Process
Market research	Prepare Confidentiality Agreement	Distribute Confidential Information Memorandum	Achieve Concessions Prior to Selecting Purchaser	Drive Schedule to Closing
		Initial Follow-Up by Senior Level Professionals		Close
		Subsequent Follow-Up with All Parties One Week Prior to Due Date of Initial Indications	Negotiate the Letter of Intent/Definitive Agreement	

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