



Specialist training company sold to QA

Focus on Training is an independent course aggregator. The business was started in 2002 by Steve Twine, an experienced engineer and project manager.

Initially providing Project Management training, the company gradually expanded its range of courses, focusing particularly on IT training.

Following its incorporation in 2006, Steve was joined by fellow shareholder Rex Gibson who would be responsible for business development and marketing.

The company developed a network of strategic partners, marketing and reselling their courses in Project Management and IT, enabling it to deliver the significant benefits of a managed training service, without the costs and inflexibility.

Despite turbulent economic conditions, the company continued to grow, maintaining strong focus on its core, always ensuring it offered high quality and relevant courses to meet market demand and building a strong brand, recognised as a reliable and reputable supplier.



For our client, the successful bidder had to share their own values of professionalism, quality and customer service.



STATS

98

Companies Profiled and Contacted

7

Potential Acquirer Meetings

3

Offers Received

The transaction

Like many business owners, Steve found that his entrepreneurial desires were sacrificed to the needs of a growing business. After more than 12 years building a successful business he made the decision to sell up and retire.

His fellow shareholder, Rex, wanted to stay with the company but agreed to a sale on the basis that a suitable deal could be structured whereby he would be retained for an agreed period.

They consulted Evolution CBS to find out if a suitable deal could be structured and to arrange for a professional valuation.

Having evaluated several potential Business Sales Advisers, the shareholders appointed Evolution CBS where Account Director James Monjack led the project. Our mandate included instructions from our Clients that the deal structure would ensure Rex was retained for an agreed period.

The most successful transactions result when the buyer and seller are both able to see the future of the business under new ownership. For this reason the "Discovery" phase of a client project is of fundamental importance. Not only does it provide the detailed information needed to create compelling marketing documents, it also enables us to create a detailed profile of potential acquirers, identifying where there is a strategic fit and creating the criteria for our target list.

When the Marketing phase of the sales process began, there was considerable interest from the agreed target list, resulting in 7 interested companies meeting with our Clients.

Of these, 3 companies made formal, acceptable offers. However, the highest offer was not the one that our Clients chose to accept. For them the successful bidder had to share their own values of professionalism, quality and customer service.

The offer they accepted came from QA – one of the most respected training companies in the UK. Their portfolio of IT and business training courses provided an ideal environment in which Focus on Training could continue to grow.

For the acquirer, our Client's strengths in Project Management training offered considerable synergy that would expand its already extensive portfolio. Moreover, QA committed to retaining the Focus on Training brand and also retained Rex Gibson as its Managing Director.

"We are delighted that Focus on Training is now part of QA. It was very important to us to have a buyer that would continue to deliver excellence and would develop the company's significant potential."

Steve Twine, Founder

For Steve Twine, the conclusion of the sale process, which took just under 9 months to complete, marks the end of a very successful and rewarding entrepreneurial venture and the beginning of a more relaxing phase of his life.

We wish them both continued success.

