



THE END GAME WORKSHEET

PROCESS

END GAME

THE TEAM

Who do I need to have on my team to achieve the best outcome?

THE OUTCOME

This is why I am ultimately looking to sell my business.

THE PITCH

What is the sales pitch for this business?

PLAN & NAVIGATE

This is how I am going to achieve the above.

MARKETING PLAN

What is going to be the best strategy to target the ideal purchaser?

PROCESS

This is what needs to be done to achieve the above.

TIMELINE

What are the critical time phases to maximise the value of the business?

INFORMATION

This is the information I must have to achieve the above outcome.



THE END GAME WORKSHEET

THE CHECKLIST

- Brochures, marketing information of your products and services
- Business organisational chart
- Business plan and strategic direction of the business
- Competitor analysis
- Copy of franchise agreement if applicable
- Details of any major strengths and commercial advantages
- GST return statements current and year to date
- Historical background on the business and current clients
- Identify non recurring or non business related expenses
- Lease details including rent term renewals outgoings etc
- Profit and loss (P&L) accounts for 2-4 years
- Schedule of abnormal and non reoccurring cost in the business
- Schedule of plant and equipment and any equipment leases
- Staff employment contracts including and clauses special condition
- Staffing levels including part timers and contractors
- Stock value estimate with 10 – 15%
- SWOT analysis
- Trademarks, patents licences agencies or IP details



THE END GAME WORKSHEET

THE 9 STEPS

1. Planning
2. Value Appraisal
3. Documentation
4. Buyers
5. Marketing
6. Qualifying
7. Sale & Purchase
8. Due Diligence
9. Settlement

