

18TH July 2019

COLE ASSOCIATES DELIVERS PRO.MANCHESTER PRESENTATION ON GROWTH STRATEGY AND FUNDING



Jeremy Cole presents to the SME Club

Jeremy Cole, partner, Cole Associates Corporate Finance delivered a presentation this morning to 70+ business owners and advisers in Yorkshire Bank's excellent Bworks facility in Manchester on the subject of funding growth for SMEs – comparing organic growth and growth by acquisitions.

Jeremy started with the assertion that growth strategy should always be underpinned by the shareholders' long term objectives and should never be an 'ego trip'. Setting the objectives for growth, ensuring the company has the resources lined up and a competent advisory team are crucial preparatory steps. He went through the pros and cons of both organic growth and acquisitions, noting that they are not mutually exclusive strategies.

Jeremy went on to walk through the acquisition process, timescales, pitfalls, potential synergy benefits, and the importance of project management to minimise both the disruption to the business and the duration of the acquisition process.

Then Jeremy moved on to give an overview of the funding market for ambitious SMEs looking to grow organically and/or by acquisition, explaining the changes since the 'credit crunch' of 2008, the attitude of the banks, the emergence of many new Debt Funds and the current appetite of asset-backed lenders, private equity and private investors. Jeremy's general message was that there is plenty of funding available for good quality SMEs; the key is to know which funders to approach and how to approach them in a way that makes it easy for them to get to 'Yes'.

If you would like to discuss any aspect of Jeremy's presentation or to receive a copy of the slide deck, please contact Jeremy:

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