



FAQ

WHAT IS A STRATEGIC BUYER?

A strategic buyer in Mergers and Acquisitions (M&A) is a company that acquires another company with the intention of achieving strategic objectives, such as expanding its market share, diversifying its product line, or entering into new geographic markets.

Unlike financial buyers, which are primarily interested in generating a return on their investment, strategic buyers are looking for ways to create long-term value for their company through the acquisition. This may include acquiring complementary businesses or technologies, gaining access to new distribution channels, or strengthening their competitive position in the market.

Strategic buyers often have a strategic plan in place that outlines their growth objectives and the types of companies they are looking to acquire. They may also have established relationships with investment banks and other advisors to help them identify potential acquisition targets and navigate the M&A process.

Strategic buyers may use a variety of methods to finance an acquisition, including cash, stock, or a combination of both. They may also use debt financing to help fund the acquisition, although they are typically more cautious about taking on too much debt and risking their credit rating.

Overall, strategic buyers are an important force in the M&A market, as they are able to leverage their strategic advantages and operational expertise to create value through acquisitions.

WHAT WE DO?



BUSINESS VALUATION

What's my business worth today is a must have for every business owner. Check out our **Free** Valuation Tool that gives you an estimated value of your business.



BUSINESS BROKERAGE/M&A

Selling a business is a complex task. Magnus Business Group will guide you through the entire process until it is sold for the best price possible.



EXIT PLANNING AND PREPARATION

Planning the sale or other transfer of a business shall be planned carefully with the right goal in mind. We guide and coach business owners to achieve their goals.



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