

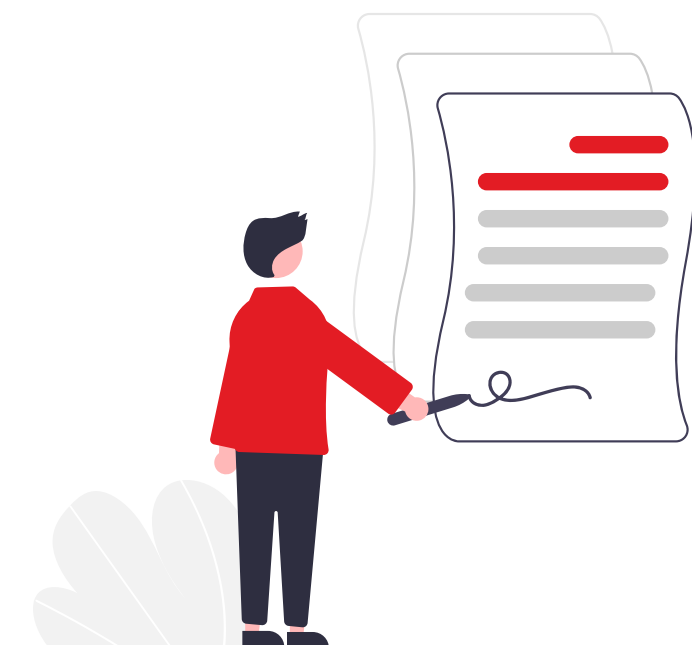
Debt raise for a company in the consumer sector

Business Situation

- Our client was mandated to devise a capital raising strategy for a retail company and help them finance their working capital needs.
- The owner wanted to bring in outside capital to expedite the growth rate without a significant dilution in equity stake.

SGA Support

- Prepared a strategic plan from analytical insights derived from deep research on company's business model, presenting alternatives on different debt raising schemes. The company had decent assets and substantial recurring cash flows.
- Prepared a detailed investor deck communicating the strength of the company's cash flows and growth potential to potential lenders.
- Arrived at a beneficial valuation through a comprehensive financial modeling exercise with detailed debt structures.
- Assisted in drafting NDAs, contacting lenders, and evaluating financing options.
- End-to-end design and graphics support to ensure the investor deck was presentation ready.



To know more about our Investment Research services write to us on investmentresearch@sganalytics.com or contact us on **+1 315 503 4760**