

CASE STUDY

QUALITEL

elitegroup

TECHNOLOGY | COMMUNICATIONS | SERVICES



A Note from Our **Founder**

“ Since founding Elitetele.com in 2000, we have, successfully, acquired 17 companies. This success has been a result of both ourselves and a potential acquisition sharing a similar ethos and culture, which has enabled a smooth post-acquisition transition period and less customer and staff churn. When entering into the acquisition process, it is important to us that both parties get to know one another to ensure we are a good match. ”

Matt Newing | Founder | Elite Group



The Perfect Fit

We were looking to acquire a business that would help to improve our mobile service offering. Qualitel was an award-winning voice and data communications provider with a great depth of experience in Vodafone, O2 and EE. With a strong customer base and a mobile offering that included workflow applications (which were recognised as a huge growth area), we knew that Qualitel would enable us to allow access to the best specialist mobile services to our customers.

We approached Qualitel to ask whether they would be interested in selling. Although they had no plans to sell, the management team and shareholders seriously considered our offer. It was our flexible approach and proposed structuring of the deal that secured Qualitel's decision to go ahead with the deal.



The Acquisition Journey

We guided Qualitel through a thorough due diligence process during a four and a half month period.

Qualitel's Managing Director and Founder, Mike Ridgway delegated the due diligence to his Operations Director, which enabled him to continue running the business, whilst his Operations Director took responsibility of the due diligence process, for a more efficient workflow.

Overcoming Challenges

As the majority shareholder, Mike still had a hand within the due diligence process, as and when required. However, with Qualitel's Operations Director taking ownership of the due diligence process, Qualitel avoided a common problem of having to juggle running the day-to-day activities of the business whilst ensuring due diligence was effective.

Our straightforward process coupled with the efficient delegation of tasks, ensured a smooth due diligence period.



Successful Outcome

We are flexible with our deal-making and therefore Qualitel was sold on the basis of an earn-out. This means that the sale price of a business is linked to its future growth and success and the buyer and seller agree on targets which, if met, will result in further payments to the seller. During the earn-out period, the Qualitel team achieved impressive growth and two years after the deal, the business rebranded under the Elite name.

Looking to **Sell Your Business?**

We understand that, as a business owner, making the decision to sell your business can be incredibly difficult. A lot of care, time and money has gone into building your business, so it's only right that you seek the right buyer.

Elite Group have a faultless acquisition history. Our experience and knowledge ensure a smooth process and successful integration of people, products and processes within our company. If you're looking to sell your business, get in touch today and our team will help you to find out more about our acquisition approach and how it could benefit you and your business.

Call: 0344 875 8880 let's work together to achieve success.





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