

### SALE OF DIGITAL PAINT

**BUSINESS:** Web Site Design & Development

**BUYER:** Magnifico IT Services Ltd

## A SELECT SUCCESS STORY



Marketing Led Web Design  
That Means Business

- \* Sale completed in 9 months
- \* Select contacted almost 150 potential buyers
- \* Four offers received for business
- \* Seller remains with business in senior role

### The Story

Our client had been building web design and development business Digital Paint for 8 years. With over 400 installed sites and a staff of 11 the business was successful but he no longer enjoyed his role. His first love was sales but more and more of his time was swallowed by the practicalities of running a successful business.

After reviewing the situation with our client he decided it was time to sell the business and return to a sales role in a larger organisation.

He accepted our proposal to contact a broad range of IT, marketing and web development companies to find a buyer with the skills to take the business forward.

We approached over 150 UK based businesses of which 47 signed a confidentiality letter and took sales details. Almost 20 potential buyers met with our client and visited the business. Of the 4 offers received one clearly stood out.

Magnifico IT Services provide enterprise IT solutions from their base in India. Their expanding UK client base increasingly required a local web design and commercial presence to service their requirements. As well as buying Digital Paint they offered our client a role leading their UK sales force.