

**HUMAN VALUE INTERNATIONAL**

**EXIT STRATEGY**

**BEST PRACTICE**

**humanvalue**  
INTERNATIONAL  
[www.humanvalue.org](http://www.humanvalue.org)

## Nivelco Security Lines Ltd.

### Background

The Nivelco Security Lines Ltd. design and implement electronic security and video systems, running deployment, and remote operation of the service address. Many years of experience in sound systems and remote management services established their good reputation in the electronic security field. Within their clients primarily family houses and apartment owners, as well as small offices, companies, and more can be found.

### Assignment

The shareholders of the company have been entrusted Human Value International team to complete the sale of the company. In particular, the difficulty lay in the order was the relatively small number of participants in the market and the sensitiveness of information.

### Actions & Results

The task needed particular attention due to a very thorough market research was performed in order to understand more of the competition, their character, strengths and weaknesses, and identifying opportunities to sponsor sketch the main arguments of the sale. In addition, the company's internal screening was necessary to build the organization to the ready stage of the sale. The third research area is focused on understanding the potential buyers. All of these works had to do that if possible, to collect all the necessary information for the argumentation and finally to find those who are addressing the bid. In conclusion, the project was very successful. The owners stressed the special importance of preparation and the quality of the information.