



Case study

From failure to success with Traneko

Storyline

- A company with market leading brand in the pet food industry contracted Traneko after not getting the right price and commitment from a competitor.
- Within one month Traneko presented 64 new potential buyers globally.
- A purchase agreement was signed after three months and the price were set 64% over previous highest bid.
- After signing the purchase agreement macro factors lead to decreasing margins for the company.
- To tackle the macro development, a plan was created by Traneko to increase margins, which led to completion of the deal.

Key results

64%

Better sales price

6 months

Transaction time

Key success factors

- Tireless engagement for the customer
- On point strategy and wide global network for finding potential buyers
- Detailed skills in company valuation, law and negotiation
- Ability to create solutions in the event of setbacks during the process

**This is
TRANEKO**

100%

Success rate

5 Billion

Value creation

600

Transactions