

Chapter 5691

Zhicheng Group is a well-known enterprise in southern Yunnan,

However, because the industry it is engaged in is relatively vertical,

It is not well-known outside the tea circle.

Zhiyu had never even heard of the name of Zhicheng Group.

But her style of doing things has always been capable and direct, without sloppy pause, she on the other end of the phone, while taking the pen and paper in front of the desk, said:

"Alright, Mr. Wade, I wonder how you need my cooperation?"

Charlie said: "I hope you use the name of the Su family to talk to their bosses."

"If the other party is curious about why you, a dignified lady of the Su family and the owner of the Su family, are interested in such a tea company,"

"You can tell them, your grandfather likes to drink their tea very much in Madagascar,"

"So you plan to buy this company, generally speaking, you can just keep a rich and willful tone."

"OK!"

Zhiyu agreed without hesitation, and said: "Mr. Wade, please give me ten minutes."

"I will first get a general understanding of the basic situation of this company,"

"And then formulate a general acquisition plan to communicate with you."

Charlie said: "Okay, I will wait for your response."

Zhiyu hung up the phone and immediately searched for some information about Zhicheng Group in front of the computer.

After recording some useful information she collected, she thought for a minute and then called Charlie back.

Charlie answered the phone and asked her: "How is the situation?"

Zhiyu said respectfully: "Mr. Wade, I just learned about their situation."

"This company is a private joint-stock enterprise. The biggest boss is their founder, Zayden Lu.

At first, it was a small micro-enterprise with sole proprietorship, but after the economic opening up in the 1980s, their tea business had a great breakthrough,"

"And gradually developed into a famous brand in southern Yunnan and became one of the top five tea companies;"

"Zhicheng Group completed its shareholding reform ten years ago.

At that time, it planned to list on the main board IPO, but because of the lack of profit scale and unstable profits,"

"Although it accepted the IPO guidance from the China Securities Regulatory Commission, but the last kick in the door still failed, and it has not been able to complete the listing;"

"A few years ago, they gritted their teeth and joined the New Third Board, but because of the company's low valuation, poor liquidity, and lower-than-expected financing goals, they withdrew from the New Third Board;"

"The market value curve at the time of the third board was only a little over a billion at the peak, but their financial reports in those years were not satisfactory."

"The decline in the tea market would affect their profits,"

"And the reduction in tea production or harvest will also affect them. Their profits and market value will naturally be affected; "

"Moreover, there is a local leading enterprise in southern Yunnan in their industry, Juyi Group."

"This enterprise can be regarded as the top spot in this industry, but even for them, capital The operation has not been smooth."

"Although the backdoor listing was successful, the market value was only relatively hot at the beginning."

"Now that the market has cooled down, its market value has not even reached two billion, so the capital prospects of the tea industry are actually not very good;"

"Speaking of Zhicheng Group, although they can indeed make tens of millions of profits every year, there is still no room for imagination to put such a small amount of money in the capital market."

"Since they have repeatedly hit the IPO, they have tried and failed repeatedly. Judging from their repeated attempts, their boss, Zayden Lu, should have always wanted to go public to cash out, but because of the hopelessness of going public, he has not been able to do so;"

"If the profit of tens of millions is really in his hands, it will be less than tens of millions a year."

"If he wants to cash out his dream of going public with hundreds of millions of yuan, it is estimated that there will never be any hope."

Charlie did not expect that Zhiyu only took 10 minutes to sort out and summarize so much effective information, and he has great recognition for this woman's business acumen, judgment, and business ability.

He asked Zhiyu: "From Ms. Su's point of view if you buy this company, how much should you buy it for?"

Zhiyu said: "Mr. Wade, from the information I can find so far, their boss Zayden Lu, the public shareholding ratio is 57.6%,"

"But through other shareholding structures and option holdings, the overall calculation should be 78.5%, and it is a well-deserved major shareholder;"

"Judging from Zayden Lu's current income situation, if he continues to stick to this business, he will earn 30 to 40 million yuan a year if he is lucky."

"If he is not lucky, he may not earn a penny all year round or even lose money;"

"Looking at him in the next 20 years, the net income that he can get from Zhicheng Group one after another should not exceed 600 million;"

"If we give him a quotation, we can ensure that after he makes a move, If there is no gambling clause, no waiting period, and if you can reap more than 600 million at one time,"

"Then he has no reason to reject our acquisition of 600 million divided by his shareholding ratio, which is 78.5%>"

"So the total quotation of Zhicheng Group should be around 760 million;" "

Of course, whether the price will be higher or lower, in the end, depends on the specific situation of chatting with Zayden Lu. Through communication, we can analyze his current psychological state as well as psychological expectations,"

"If it is safe, I personally suggest setting the psychological price at 800 million,"

"But I will use 600 million as the quotation to talk to him, and try to win him within the price range of 700 million to 750 million!"

Charlie asked her: "Are you sure?"

"Yes." Zhiyu said confidently: "Entrepreneurs like Zayden Lu have been engaged in real businesses for decades. Although the scale of the industry is large,"

"But the money is also earned every penny. This kind of person has no possibility of getting rich overnight in business. If he wants to go public and cash out, he has no chance."

"There is a relatively large consumption, and he probably hopes that someone can take away his plate at one time,"

"So that he can withdraw and retire smoothly with that large sum of money,"

"And he is an absolutely controlling shareholder, so he successful or not, he is alone, I believe there should be no problem."

Charlie was very satisfied, and said to her: "I am in Poole now, how long do you think it will take you to solve this matter?"

"If it is soon, I will wait for you for the next two days, if it's too late, I'll go to other places to do other things first, and I'll come back after you finish it."

Zhiyu looked at the time and said, "It's almost sunset here, but since you're in Poole, there should be more than an hour before sunset. If everything goes well,"

"I should get him to nod before sunset on your side."

"As long as he nods, I can immediately pay him a deposit of 100 million yuan, and then send a team of lawyers to go through the transfer procedures with him overnight!"

"One hour?" Charlie heard this answer and said with a smile: "Okay, then I'll be here waiting for your news,"

"As long as he nods and you pay the deposit, tell him you are sending two consultants to his base in Zhicheng Mountain to inspect first and ask him to notify the person in charge of the base to prepare for the reception!"

At this moment, the Zhicheng Building is in the urban area of Poole.

Sixty-two-year-old Zayden Lu has just finished the distributor meeting.

Since there was going to be a dinner party for distributors at the hotel in the evening,

Although he was exhausted, he could only rest in the office for a while, and when the time came, he would forcefully go to the banquet site.

Zayden felt a little depressed today.

In recent years, dealers have become more and more powerful in front of the group.

In the past, the group put pressure on the dealers to assess their performance, forcing them to continue to purchase goods and increase inventory,

And even often deducted their sales for various reasons. Rebate at the end of the year to force them to work harder and be more obedient.

However, with the rise of e-commerce in recent years, most traditional brands have lost this absolute advantage in front of dealers.