

Case study

The business

- Manufacturer and retailer of upper midmarket kitchens
- Vendor had not invested in the brand and wanted to retire
- Attractive low cost rollout model

The strategy

- Increase brand awareness and market positioning
- Rollout stores in market towns nationwide

The developments

- Kept focus on strategic plan despite the economic downturn
- Increased store portfolio from 10 to 20 stores
- Net MBO bank debt repaid
- Strengthened management team and introduced experienced chairman
- Business well positioned to be number 1 in the market when economy recovers

Summary

Sector	Kitchen retailer and manufacturer
Location	UK
Transaction	MBO
Deal size	£8m
Date of investment	2007

This is an exciting time for the company and I believe the support and funding from YFM will enable us to achieve our ambitious growth and development plans for the business.

John Curwen,
Managing Director,
Harvey Jones



About YFM Equity Partners

YFM Equity Partners* has been managing funds specialising in transforming small businesses for over 25 years. We invest between £100,000 and £10 million of equity and have a current portfolio of over 200 companies in the UK. Our team of 50 people, based across six regional offices, is dedicated to working alongside management teams to create transformational growth and success.