

BlueWater Partners helps businesses identify and navigate a range of strategic alternatives. We specialize in senior-level advice on mergers, acquisitions, capital sourcing, performance improvement, turnarounds and merchant banking.

Strategic Options — Turnaround

A second-generation Publishing Company had experienced more than three years of losses.

Situation

- Informed by senior lender that line of credit (LOC) had been terminated and term debt would not be renewed
- Seven figure subordinated shareholder debt at risk
- Shareholders unsure about best course of action – restructure, sell or liquidate

Solution

- Engaged BlueWater Partners to review and recommend strategic alternatives
- Recommended restructuring operations, marketing and book selection process
- Sold unproductive assets to pay off senior and subordinated term debt
- Outsourced fulfillment, logistics and warehousing to third party

Results

- Paid off senior lender in full prior to termination
- Paid off shareholder subordinated debt in full
- Sourced new LOC
- Current cash balance exceeds seven figures
- Operations have been profitable since the completion of restructuring activities

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