



**Privacy Notice:** Your privacy is important to us. The results of this survey will be reported on an aggregate basis only. Your company will not be identified in any way.

## 2011 FOOD INDUSTRY MERGERS & ACQUISITIONS SURVEY

### MY COMPANY PROFILE

#### Number of Units

- 1 unit                                       2-5 units       6-9 units                                       10+ units

#### Approximate Revenue Volume (MM = Million)

- < \$1 MM     \$1 MM to \$5 MM     \$5 MM to \$10 MM     \$10MM to \$50 MM     \$50MM to \$100 MM     Over \$100 MM

#### Age of My Company

- 0 - 3 years                       5 - 10 years                       20+ years  
 3 - 5 years                       10 - 20 years

#### Age of Principal Owner(s)

- Under 35 years     45 - 55 years     65+years  
 35 - 45 years     55 - 65 years

#### Geographic Areas My Company Operates in

- Southeast     Northeast     Midwest                                       Specific State(s): \_\_\_\_\_  
 Southwest     Northwest     West                                       Nationwide     International \_\_\_\_\_

### 2012 ECONOMIC OUTLOOK COMPARED TO 2011 (Please check only one in each category)

#### 2012 Revenues are Projected to:

- Decrease over 5%     Decrease under 5%     Remain the Same     Increase under 5%     Increase over 5%

#### During the Next 1 – 5 Years Sales Will Likely:

- Decrease                       Maintain Status Quo                       Increase

### 2012 INDUSTRY FORECAST – Rank Major Areas of Concern (with 1 being the most important)

- |                          |                             |                             |
|--------------------------|-----------------------------|-----------------------------|
| ____ Labor cost pressure | ____ Decline in revenues    | ____ Equipment prices       |
| ____ Government policy   | ____ Commodity prices       | ____ Financing              |
| ____ Lack of growth      | ____ Industry consolidation | ____ Insurance Costs        |
|                          |                             | ____ Other (specify): _____ |

### SELLER PROFILE (Please check all that apply)

#### Attitude Toward Selling

- Actively seeking a buyer                       Would consider the possibility                       Would welcome an unsolicited offer  
 Would consider in the next few years                       Not for sale

#### Reason for Considering Selling

- Retirement                       Family reasons                       Health                       Other business opportunities  
 Debt reduction                       Financial pressure/trouble                       Tax/estate planning                       Other (Specify): \_\_\_\_\_

**Current Ownership Presently has an Exit Strategy Planned**  Yes  No

**Ownership's Exit Strategy is:**

- Sell the Business to Retire  Transition the Business to Heirs or Management  
 Phase Out by Selling Part Now and Part Later  Other (specify) \_\_\_\_\_

**BUYER PROFILE (Please check all that apply)**

**Attitude Toward Buying Other Companies**

- Actively seeking a company to buy  Considering the possibility  
 Will make an offer if the right deal comes along  Not looking at this time

**Type of Food Industry Business**

- Full Service  QSR  Family dining  Other (specify) \_\_\_\_\_  
 Casual Dining  Fast Casual  Franchisor business \_\_\_\_\_

**Geographic Areas I Would Consider**

- Southeast  Northeast  Midwest  Specific State(s): \_\_\_\_\_  
 Southwest  Northwest  West  Nationwide  International \_\_\_\_\_

**Approximate Revenue Volume of Company I Would Like to Acquire (MM = Million)**

- < \$1 MM  \$1 MM to \$5 MM  \$5 MM to \$10 MM  \$10MM to \$50 MM  \$50MM to \$100 MM  Over \$100 MM

**Reasons for Wanting to Acquire**

- Secure New Customers (Growth)  Investment/ROI  Secure Good Management/Personnel  
 Expand Into New Territories  Diversification  Other (specify) \_\_\_\_\_

**VALUATION APPROACHES - Please check all that apply**

**What valuation approaches do you use (please check all that apply)?**

- Basis of valuation  Sale  Acquisition  Estate planning  Other (specify:) \_\_\_\_\_  
Multiple of EBITDA  1-2 times  2-3 times  4-5 times  5-7 times  Over 7 times  
Pretax return on equity  10%  20%  30%  40%  Over 40%  
Market value of assets plus % of revenues  0-3%  3-5%  6-10%  10-15%  Over 15%  
Entity type  Asset based  Non-asset based

Comments about valuation/other methods \_\_\_\_\_

**Thank you very much for completing this survey!**

**YES, I would like:**

- To confidentially discuss how acquisition structures will be changing.  
 To confidentially discuss the sale of my business.  
 To register our acquisition criteria with National Franchise Sales.  
 Information on valuations.

Name:  
Company  
Address:  
Phone

Office     Home     Mobile

Please call me at: \_\_\_\_\_

E-mail address: \_\_\_\_\_ *(Necessary to receive survey results)*

Website/URL: \_\_\_\_\_

Preferred Method of Contact:     Telephone     Mail     Email     Fax

Special contact instructions: \_\_\_\_\_

***Please return the survey in the enclosed return envelope,  
by fax to (949) 428-0490, or via email to [ma@nationalfranchisesales.com](mailto:ma@nationalfranchisesales.com)***

Michael Arrowsmith  
Managing Director  
National Franchise Sales, M&A and Advisory  
Office: 949-428-0484  
Cell: 864-991-5952  
Fax: 949-428-0490  
[ma@nationalfranchisesales.com](mailto:ma@nationalfranchisesales.com)