

Catalog Company Case Study

The logo for Tully & Holland, Inc. consists of the letters 'T & H' in a white, serif font, centered within a dark red square.

➤ The Assignment

- Equity capital raise for a pre-eminent lifestyle specialty catalog company selling “independent style” apparel, jewelry, and home furnishings founded by famous actor.

The Challenge

- Annual revenues total > \$60million however the Company is not profitable.
- The Company needs to raise \$4million in working capital to help fund the return to profitability.

The Results

- Tully & Holland approached 70 strategic and financial prospects on the client’s behalf.
- Company was re-capitalized and balance sheet strengthened.
- Owners financial exposure was reduced.