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## ProMed Ltd

### Abstract

For Sid Worley, it was decision time. He had spent the last two years courting the management and the family owners of his largest competitor, and finally (and unexpectedly) they had indicated that they would be receptive to “a serious offer” to buy the company. Worley was excited and determined to buy the company, but now he faced the reality of having to come up with an offer that would work.

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This case was written by Robert M. Johnson, Lecturer in Entrepreneurship at London Business School, and updated by John Mullins, Associate Professor of Management Practice in Marketing and Entrepreneurship at London Business School.

This case was first published in 2014 and updated in 2021. Some names, dates and financial data have been disguised.

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