

OUR APPROACH:

## Case Study: Oil & Gas Service Provider



### Rethink

The Company was located in the Deep South and its services included Containment, Wireline / TCP, Hot Oil Trucks, Lay Down Machine, Acid Tanks, Frac Tanks, Safety Equipment, Environmental Clean Up, Trucking and Frac Water Heaters. The Company had lost physical control of over 1,600 pieces of capital equipment and was having severe cash flow problems. Several of the physical locations were losing significant amounts of cash monthly and the Company's relationship with its Secured Lender was strained.

### React

Mr. Baker was engaged as CRO of the privately held service provider to the Oil & Gas Industry with locations in 9 states. Aurora was engaged to stabilize the Company's cash flow, evaluating the profitability of various locations and product offerings and developing a sustainable cash neutral business plan that could be implemented while maintaining their customer base. Aurora was also responsible for locating the capital equipment and developing a system to manage it.

### Results

Aurora developed a plan for maximizing the cash flow and profitability by closing several locations. A plan was also developed to locate, manage and maximize the return on capital assets which was later used by the secured lender to take control of the assets. Unfortunately equity and the secured lender could not agree on a path forward and equity filed a Chapter 7 proceeding.

AURORA MANAGEMENT PARTNERS |