

INVESTORS CHRONICLE

VOLUME 131/1669

25 February-2 March 2000

£2.95

they might be **giants**

Selecting the growth
stocks of tomorrow

Heaps of gems in
NEW FLOTATIONS

Bids for
beginners

BAA set to
take off

Survey



FT

FINANCIAL TIMES
Business



Investors Chronicle 25 February—2 March 2000

ASAP float

Next month should see the flotation of computer services company ASAP, in what will be the largest fund raising on Ofex. ASAP hopes to raise £5m in an attempt to exploit the rapidly growing Customer Relationship Management (CRM) software market. CRM is designed to improve sales, marketing or customer service. Already active in training and recruitment ASAP has produced six books on software application SAP, and a further two are planned. Worldwide growth in CRM is expected to rocket to nearly \$17bn (£10.6bn) by 2003. The funds will be used to recruit consultants and initiate a sales and marketing programme. The shares are being offered at 80p each, valuing ASAP at £27m. Illustrative projections suggest a profit of £711,000 in 2001. Prospectuses can be obtained by calling 0207 636 4886.