

## H07290 – Specialist niche brand bicycle shop for sale

- Outstanding opportunity to buy a highly successful bicycle shop
- A profitable bicycle sales, hire and repair business
- Steady year-on-year increases in sales achieved over last 5 years
- Unique marketing strategy differentiating the shop from other bicycle retailers/websites
- Located in a well frequented parade in an affluent suburb of South East London
- Significant sales to commuters who cycle to Central London



- High level of ongoing repair business
- Established good links with the local community:
  - Working with the local authority to support cycling proficiency tests in schools
  - Hosting cycle maintenance classes
  - Organising cycling trips in the UK and abroad
  - Sponsoring local cycling club which meets outside the shop and carries the same name
- Awards won for best customer service from cycling magazines
- Sale of niche/specialist bicycle brands protects business from aggressive competition
- Employees: 2 full time staff (excluding vendor) + 2-3 part-time staff as required
- Opening hours: 9am to 5.30pm Tuesday to Saturday
- Leasehold premises with 10 year renewable lease with 5 years still to run
- Premises benefit from a newly refurbished 3 bedroom flat (possible to sub-let)

Year	2007	2008
Turnover	£270k	£282k
Net profit before tax	£25k (9%)	£9.6k (3%)
Net profit before tax + Owner's takings	£34k (13%)	£7.8k (3%)
Stock value (depends on season)	£30k to £45k	

**Asking price: £70,000 for assets and goodwill + stock at value**