

## HA0326 – Corporate Gifts and Promotional Merchandise Company for sale

### **Business overview**

- Outstanding opportunity to acquire a successful corporate gifts and promotional merchandise business, based in London.
- Profitable and cash generating business despite the current economic climate.
- Established in 1988, the business has a highly desirable client base, including a major plc, several well known hotel chains, agricultural equipment manufacturers, law and accountancy firms to highlight a few.
- Key to success: They are service driven offering advice to clients on the most appropriate products for the clients' marketing campaign or event.
- The business works closely with marketing and events companies as well as printers and much of the sales is through word of mouth and referral.
- Effective ordering and delivery systems and processes are in place which allows the business to be run with minimal staffing overhead.
- With a ready made client list, this business presents an ideal opportunity for another corporate gifts company to acquire bolt-on revenue or indeed marketing, events or printing business that wish to diversify, and acquire a new revenue stream with little additional overhead.
- The business also presents an opportunity for an individual buyer with a good knowledge of marketing to acquire a platform from which to grow their own business.

### **Products and Services**

- The business provides the full range of corporate gifts, promotional merchandise, awards and exhibition giveaways and is a member of a catalogue group.
- Clients are offered experienced advice to select the most appropriate products for their marketing campaign or event.
- For bulk orders, the business provides storage at their premises and will despatch on demand.

**Employees:**

- 1 director (vendor) + 2 full time staff + 1 part time admin assistant.

**Premises:**

- The business operates from premises owned by the vendor.
- The vendor is open to leasing the premises to a new owner.
- Indicative rent: £15,000 per annum. Rates and water: £3,127

**Reason for sale:**

- The vendor wishes to retire.

**Financial overview**

<i>Year ending 31st Dec</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010 Forecast</i>
<b>Sales revenue</b>	<b>£890,860</b>	<b>£929,942</b>	<b>£801,753</b>	<b>£727,813</b>	<b>£640,195</b>
Gross profit	£333,376	£348,843	£290,176	£233,354	£204,862
<i>Percentage</i>	37%	38%	36%	32%	32%
<b>Adjusted EBITDA</b>	<b>£62,686</b>	<b>£112,110</b>	<b>£71,269</b>	<b>£56,515</b>	<b>£60,507</b>
<i>Percentage</i>	7%	12%	9%	8%	9%

**Offers invited**

