



## HJD242 – Leading Wedding & Events Company for Sale – London, UK

### Executive Summary

An attractive opportunity has arisen to acquire an innovative weddings and events decorating company based in London. Established in 2012, the Company has developed a stellar reputation for providing creative wedding décor for cultural weddings. Well-known for staging events in prominent and large-scale venues, this business has attained high visibility in a specialised wedding market with high average transaction values.

The company provides elaborate settings for events held in the London and Greater London areas with a primary focus on the Hindu wedding market. The company specialises in designing and delivering an innovative, creative range of wedding Mandaps and Stages for this thriving, niche wedding market.

The business caters for a range of civil and religious weddings, wedding breakfasts, receptions and engagement parties held in a number of grand and prominent venues around London. The company's knowledge and repertoire extend beyond weddings, providing stylish décor for celebrations and party designs.

The company has delivered approximately 90 events per year over the last three years, with a steady increase in average transaction values over this period. The business operates with a small, efficient and experienced team with a solid reputation for high-level customer service and creative expertise, delivering service through a clearly established consultation process with informed and experienced event advisors.

The acquisition of this business presents an outstanding opportunity to build on the progress made to date and benefit from the reputation the vendor has built.

### Highlights

- Well established and reputable wedding service provider
- Specialism in designing bespoke, innovative and creative wedding Mandaps and stages
- Expertise in staging events in prominent, large-scale London venues
- Upward trend in average transaction values over the past three years
- Experienced team with a solid reputation for high-level customer service



## Financial Overview

Y/E: 31 <sup>st</sup> December	2015	2016	2017	2018	2019
<b>Sales revenue</b>	<b>£537,385</b>	<b>£852,902</b>	<b>£622,979</b>	<b>£868,664</b>	<b>£688,987</b>
Gross profit	£260,893	£461,286	£237,050	£360,041	£349,907
<i>Percentage</i>	49%	54%	38%	41%	51%
<b>Adjusted EBITDA</b>	<b>£168,831</b>	<b>£362,598</b>	<b>£180,041</b>	<b>£234,598</b>	<b>£193,293</b>
<i>Percentage</i>	31%	43%	29%	27%	28%

## Latest information May 2021

As with any events business, this company has been impacted by COVID19. The main impact was not being able to hold events, which has resulted in a huge demand as we emerge out of lockdown, to the extent that the company is currently limiting the order book due to capacity. A new buyer could easily ramp up the capacity, resulting in a dramatic increase in the order book.

## The forward order book for 2021

MONTH	REVENUE 2021	DEPOSITS 2021	BALANCE:
May	£ 17,021.00	£ 9,160.00	£ 7,861.00
June	£ 93,332.04	£ 9,000.00	£ 73,420.24
July	£ 161,193.40	£ 17,800.00	£ 95,647.00
August	£ 206,125.84	£ 22,250.00	£ 158,417.08
September	£ 40,755.12	£ 5,500.00	£ 23,830.00
October	£ 40,644.40	£ 16,814.40	£ 23,830.00
November	£ 8,390.40	£ 250.00	£ 8,140.40
December	£ -		
<b>Total</b>	<b>£ 567,462.20</b>	<b>£ 80,774.40</b>	<b>£ 391,145.72</b>

## Offers invited