Health Products/Supplement Biz EBPIDTA circa $170K

This business has a 20+ year history & is a leading brand in its field. Current GP is around 47% & total turnover is around $950,000PA. The business model has changed dramatically in the last 2-3 years, they have moved away from having reps (concentrating on retail) into the growing FMCG (supermarket) spend, which now accounts for around 38% of total revenue and increasing all the time. Sales through the FMCG channel were up 50% over last year. Sales volume through the FMCG channel are at a level where a move to distribution through national and regional distribution points would significantly reduce overheads. Products have been used successfully by past and current Olympic athletes, our national and provincial rugby teams along with world class triathletes, multi-sport athletes, cyclists, runners and most recreational 'weekend warriors'. You don't need to be a chemist or nutritional expert! What the business really needs is marketing nous & spend. The current vendors are happy to assist short or long term in whatever capacity is needed, the best & most useful assistance being any product formula variations & nutritional advice which the owners are happy to help with. The EBPIDT returns are circa $170K but you could add $30K for that in rent overspend as they are operating out of a premise twice as large as needed. The business is easily

Price SOLD

Ref BBS1627

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BUSINESS SALES WITH INTEGRITY

movable as the processing plant is fully transportable & is built to 'live' outside with a couple of small modifications. The existing lease runs through to the end of the very busy summer months, allowing plenty of time to plan a move to new premises or perhaps renegotiate the existing lease. Asking $520,000 by negotiation - The business sale comes with approx $310K BV plant & $200K stock (as well as $80K of trademark patents & $25K of new tooling recently purchased). The business is priced realistically to sell without fuss as the vendors are looking to semi retire. This is exceptional buying. Please submit a confidentiality agreement to Brett Barker for more information.