

WOMEN'S BOUTIQUE CLOTHING STORE

Boise, Idaho

THE COMPANY

The Company was opened on November 14, 2007 by two local women excited to bring an affordable, boutique shopping experience with unique quality clothing to Boise. This store provides a place for customers who love to shop locally and appreciate the full shopping experience, rather than the same, stale "box store" treatment. The Company is a place to receive one-on-one service in a friendly and inviting atmosphere that leaves customers with a product that not only looks great on them, but one they won't see on every other person in town. Each product is thoughtfully researched with the fashion-forward in mind, while also being paired with an emphasis on high quality and big style. Some of the lines include:

Twisted Heart
Twill 22
Mac & Jac

Joes Denim
Paige Jeans
And much, much more

THE LOCATION

The store is located across from the Regional Mall (Boise Towne Square). Other retail shopping tenants in the immediate area include Target, Ross, Red Robin, Lens Crafters, Old Navy, TGI Fridays and David's Bridal. Traffic-counts on nearby intersections range from 24,000-14,000/average daily travel.

THE OWNER

The business has built up a loyal customer base. The Seller works full time in another business and does not have the time or energy to grow the business to the next step. The assets are in place, and the seller is motivated to sell.

THE REASON FOR SELLING

The owners operate several businesses and have decided to simplify by selling.

THE IDEAL BUYER

The store needs someone who loves fashion, is creative, has great energy, and above all else, loves to be a part of creating a great experience for their customers. The owners may stay on for a short period of transition assistance after the sale.

THE POSSIBILITIES

The assets are priced well **below cost**. Therefore, the buyer will have a built-in advantage in selling the existing inventory at very high margins as they get started. The company has not had the advertising or attention needed to get it off the ground, providing a great opportunity to bring awareness to the business through an aggressive marketing strategy. In addition, the right buyer could build on the established supplier relationships and reputation, thus offering an additional immediate avenue to grow the overall business.

ASKING PRICE

~~\$50,000~~

Price Reduced to
\$40,000

TERMS:

Cash or
Terms Acceptable to Seller

ASSETS AT COST

Furniture Fixtures & Equipment	\$22,586
Inventory	<u>68,970</u>
Total Assets	\$91,556

All values provided by Seller

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TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agent, **LENNY NELSON**, will then contact you. If you prefer, this agreement can also be requested by contacting Lenny at **208-639-6173**. The information above has been provided by the seller. Arthur Berry & Company makes no representation as to its reliability. Price and terms subject to change at seller's discretion. FILE 4139