

TAN LINES TANNING SALON

Driggs, Idaho

THE COMPANY

A young entrepreneur opened the only tanning salon in the Upper Basin in 2003, originally operating from home. The demand for the service led to building an expanded operation in a fully remodeled commercial site. The business now offers three elite tanning units, two Sun Star 332 twenty-minute lay down tanning beds, and one Solar Force 652V nine-minute stand up tanning unit. They all have excellent lamps providing UVA/UVB and Vitamin D for the customers. The owner has access to a Norvelle Air Brush Tanning System for less than wholesale if interested. The tanning units generate the majority of the gross revenue. In 2005 the owner began offering tanning products, moisturizers, jewelry, handbags and much more generating an increase in sales without increasing the cost. The business also offers esthetician services that promote skin care education to the customers as well as esthetic maintenance services such as waxing, tinting and facials. The products used to promote healthy skin care are imported directly from Paris, generating the area's high end clientele. The owner has also introduced a makeup line that is exclusive to Tan Lines. The product has proven to be an asset to the business.



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THE CUSTOMER

The demand for a tanning service in this area has been proven therapeutic for the customers in this snowy country. The tanning units provide several benefits. First, light therapy from the tanning lamps resulting in Vitamin D for those suffering from seasonal depression. Second, antiseptic properties for those who have skin conditions such as acne, psoriasis and eczema. Third, warmth from those cold days of being in the beautiful outdoors. And last., a beautiful base tan for those traveling to warmer climates. A tan before vacation is far better than a burn on vacation! This tanning service promotes both physical and mental health.

THE REASON FOR SELLING

The owner and her husband have matured and grown in the Upper Teton Valley, both operating their own successful businesses. They currently have been presented with an opportunity that will require they relocate from the Valley. The tanning salon cannot be managed passively and will need to be sold prior to their move; this sale is highly motivated.

THE IDEAL BUYER

The Tanning Business is an excellent stand alone business or could provide additional discretionary income to an existing business. The business is a needed part of the community and would be a great business for an entrepreneur wanting to make an impact in the valley. The ideal buyer would be any person who wants to continue a successful career in Teton Valley and wants to provide a friendly and warm environment with products and services that stimulate well being.

ASKING PRICE

~~\$145,000~~

Price Reduced to

\$122,500

TERMS:

Cash

ASSETS

Business Assets	\$78,000
Leasehold Improvements	10,000
Inventory (at cost)	4,000
Total Assets	\$92,000

All values provided by Seller

INCOME STATEMENT SUMMARY

Net Operating Profit over 2-year Period	\$40,000
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Financial information provided by Seller

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