

# 37-YEAR PROFITABLE NICHE RETAIL STORE

## Treasure Valley, Idaho Location

### THE BUSINESS

This business opportunity is a locally owned retail store with name recognition often reserved for well known national companies. Its unique and highly sought after product mix has regular customers coming back often for a reliable source of staple products for the outdoor life enthusiast. New customers visit the store for its excellent reputation for the same. Often customers will bring out of town guests to the store for the experience. Additionally, the store carries a rental line of products for a popular Idaho outdoor activity. The store is remarkably stable while the rest of the retail industry ebbs and flows. Indeed, the business has not missed a beat the first half of 2020 even though it was shut down for about a month in part of March and April. Sales are tracking ahead of 2019. The store employs a full time manager and three other full time employees. The owner works full time as well.

### THE FACILITY

The business's highly visible location is on a very busy arterial in an identifiable freestanding building. It has been in its current location for about 33 years. The location is leased and the business pays a fair rent for the facility. The total building size is approximately 12,000 square feet.

### THE STRENGTHS

The key strength by far is the store's unique product mix. It is because of its special market niche that this 37 year old business is still going strong. The employees enjoy the business, are knowledgeable about the products and provide the seller with confidence the store is in good hands when the seller is away. The business's web site is actively managed, as is its Facebook page, Instagram and Twitter accounts. These social media resources are managed part time by one of the owners. In addition, the store maintains an email list of over 1,700 customers.

### THE REASON FOR SELLING

While the owners very much enjoy the business, they are also ready for retirement. They look forward to passing the business to someone who enjoys this life style products company as much as they do.

### THE IDEAL BUYER

The ideal buyer will have management skills, capital and passion for capitalizing on a business with a very well established reputation and business platform by identifying expansion opportunities and optimizing existing operations.

### THE POSSIBILITIES

The sellers state, if not for wanting to retire, they would expand a product line or two. Further, they believe a buyer may want to put a greater emphasis on digital marketing or maybe set up Internet sales, since the store presently is not doing Internet sales. For the very ambitious, build a new building with greater floor area to carry additional inventory and expand the rental business.

### ASKING PRICE

**\$440,000**

### TERMS:

Cash

### ASSET PRICE ALLOCATION

Resale Inventory	\$230,000
Retail Inventory	50,000
Fixed Assets	50,000
Intangible Value	<u>110,000</u>
<b>Total Price</b>	<b>\$440,000</b>

*All values provided by Seller*

### INCOME STATEMENT SUMMARY

2019 Gross Sales	\$917,000
<b>2019 Seller Discretionary Earnings</b>	<b>\$133,225</b>

*Financial information provided by Seller*

### REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please [CLICK HERE](#) to fill out and submit an electronic Confidentiality Agreement. This agreement can also be requested by contacting the agent below.

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