

THE COMPANY

Through private labeling, this company sells liquid vitamin supplements for people and pets to over 450 active retail accounts. They have become a reliable, trusted, and knowledgeable source for their clients. Currently, the company is focusing on selling direct-to-consumer to increase their sales and profit margin. Recently, their products were launched on Amazon.

THE LOCATION

The company leases a newer 1,500 square foot office/warehouse in the Treasure Valley. The lease expires August 1, 2019 with an option to renew. The business could be easily relocated to a smaller space to reduce the rent, or could be home-based, increasing the cash flow by up to \$18,000 (current annual rent).

THE STRENGTHS

Established in 2004, this company has focused on liquids for 15+ years. The formulas are proven, outstanding and easy on the palate. The brand and products have a strong, loyal following, and have great reviews **because they work**. The company has an outstanding website with an online ordering platform that is generating more traffic every month. They recently updated their branding and launched a new product and video that were very successful.

THE REASON FOR SELLING

The two owners simply don't have enough time to operate the business with their other job and family commitments. Currently, the owners are working the business part-time.

THE IDEAL BUYER

This would be an ideal opportunity for someone with a marketing, social media, or sales background to increase distribution and sales channels. Having an established relationship with retailers, distributors, or the ability to add additional products and brands would be an advantage. Another opportunity would be a manufacturer purchasing the company that is seeking an established product and client list.

THE POSSIBILITIES

Liquid vitamins are trending up. More consumers are starting to understand that liquids are better for absorption and provide higher quality ingredients. A full-time commitment with additional products, distribution and funding are great opportunities to grow the company.

ASKING PRICE

\$199,000

TERMS:

Cash

(Owner May Consider Terms)

ASSETS

Furniture, Fixtures & Equipment	\$4,900
Inventory	51,700
Total Assets	\$56,600

All values provided by Seller

INCOME STATEMENT SUMMARY

Gross Sales	\$274,349
Cash Flow	\$69,181

Financial information provided by Seller

Request Additional Information:

TO RECEIVE FURTHER INFORMATION, sign and return the [Confidentiality Agreement](#) found on our web site. If you prefer, this agreement can also be requested by contacting the agent listed below.

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