



## Relocatable High-End Candle Sales / Production

Priced at asset value! Fun and easy business to own and grow!

Denver Metro, Colorado

### Financials

**Asking:** \$55,000  
**Gross:** \$25,000/7 mo  
**Cash Flow:** \$0/3 mo  
**FF&E:** \$49,000 (included in the asking price)  
**Inventory:** \$6,000 (included in the asking price)

### Business Summary

Don't miss the chance to own a fun, simple to run business with high sales and gross margin potential at a bargain price. This is a unique opportunity to purchase an established brand with national distribution through a variety of distribution channels for only the price of its assets. Currently, 79% of sales are wholesale customers across the U.S., (10% of these are via sales reps and 29% are higher margin private label customers), 18% are retail studio sales and the remaining 3% are retail sales from the newly created e-commerce website. The business was founded in 1996 with its highest gross revenues of \$293k in 2000 and \$215k in 2001. Its highest gross profit was 70% with 30% cash flow to sales in 2003. During 2003, the founder decided to sell the business and left it inactive for nearly 5 months. The current owners have reactivated the business by re-establishing contact with the database of over 900 wholesale customers and building the framework for successful private label and B2C sales which are really starting to take-off. The business is turned-around and all start-up expenses are now behind it. It is ready to grow! You can step-in and run this business in its current location or it can be easily relocated to any location you choose. Included is all equipment necessary to grow: state of the art on-line shopping website, electronic e-mail marketing capability, proprietary candle manufacturing equipment and processes, trade show booth equipment, studio sale / trade show signage, and all office equipment and furnishings. Growth can be accelerated in the wholesale channel by attending gift / spa trade shows, and adding additional sales reps. Private label offers higher than wholesale margins with less competition; attending private label trade shows would really kick-start private label sales. High margin website B2C sales would increase by adding an affiliate marketing program and continued advertising to build website traffic.

### General Information

**Year Established:** 1996  
**Employees:** 1-3 seasonally  
**Facilities:** Easily relocatable; has been relocated twice in its history. Leased 1,250 sq. ft. in modern industrial park with space for production and office / showroom. Facility has been used for retail studio sales due to convenient location and heavy drive-by traffic. Facility has a waiting list for tenants of this unit size, making a sub-lease and quick relocation possible. Includes everything for growth: state of the art on-line shopping, e-mail marketing, candle manufacturing equipment, trade show booth / signage, and all office equipment / furnishings.

### Market Outlook

**Competition:** The distinctive, high-end handcrafted candles and accessories this company produces are a fast growing, high margin segment with loyal customers and strong repeat sales. U.S. retail sales of candles are more than \$2 billion annually. It is a fragmented market with 1,000s of U.S. manufacturers with relatively low concentration or market power of the largest firms, especially in the high-end handcrafted segment. This company offers a number of ways to grow, including expanding wholesale accounts, private label sales and retail internet sales.  
**Growth/Expansion:** Growth is virtually unlimited in this huge and fragmented market. The current owners, however, have not focused on marketing, instead focus has been on streamlining manufacturing, creating a state-of-the-art e-commerce website and on-line e-mail marketing capabilities and stabilizing the supplier base. Everything is now in place to capitalize on a database of over 900 wholesale customers across the U.S., an existing network of sales reps, a rapidly expanding private label segment and optimizing the B2C e-commerce site that is now in place.

**About the Sale**

**Financing:** cash buyer preferred

**Support/Training:** This is an easy business to own and run. The state-of-the-art e-commerce website and e-mail marketing can be easily updated with no technical experience. Search engine optimization / marketing is outsourced to a web marketing firm. Proprietary manufacturing processes have been designed for ease of use and scaleable production. 30 days of training provided.

**Reason Selling:** Pending family relocation overseas forces sale just as business is taking off.

**Contact Information**

Principals Only - No Brokers Please

---

**BizBuySell Ad # 149089** | Type: Established business | Wholesale/Dist. - Durable Goods ; Retail - Miscellaneous Retail

---

The information in this listing has been provided by the seller stated above. BizBuySell has no stake in the sale of this business and has not independently verified any of such information and assumes no responsibility for its accuracy or completeness. Read the disclaimer at <http://bizbuysell.com/bizlegal.htm> before responding to any ad.