



Online Skateboard Retailer

Reference No. 10135

Revenues: \$700,000
Cash Flow: \$60,000
Asking price: \$225,000

Opportunity Summary

This online skateboard company has established itself as one of the leading players in this growing industry. The business enjoys a high-profile presence on the web and a strong base of loyal repeat customers. The company has invested heavily in the most sophisticated internet marketing techniques to advance its high profile on the web, resulting in its placement at the top of “skateboard” searches on both Yahoo and Google. The company expects to grow sales over 20%, to \$850,000, in 2006. Also, the establishment of retail locations and the expansion of its product line to include other similar recreational sporting good products, such as surfboards and snowboards, would result in further growth of the business. The asking price is well justified by the company’s established customer base, strong brand name, growing revenues, and further growth potential. This is a great opportunity for an individual entrepreneur looking to invest in a profitable business with tremendous growth potential or for a strategic buyer seeking to establish or enhance its e-commerce operations through acquisition.

Competition

There are other online companies competing in this market; however, this company is one of the largest and distinguishes through its competitive prices and excellent service, including its reputation for fast delivery of skateboards to its customers. The company’s position in the search engines presents a barrier to entry which would be costly to overcome.

Opportunities

This business has tremendous growth potential; the company expects to grow sales over 20% this year to \$850,000. Establishing retail locations (in North Carolina, and potentially California) would add greatly to the company’s sales. In addition, expanding the product line to include other similar recreational sporting good products, such as surfboards and snowboards would result in further growth of the business.

Facilities

The company leases a 1,200 sq. ft office in North Carolina. The sale includes a 2002 Jeep Cherokee (\$16,000 value) and computer and telephone equipment.



Seller Involvement

Seller is willing to help with the transition.

Seller Financing

Seller financing is available for the right buyer.

Contact

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