



# SUBLIME COFFEE

SAMPLE BUSINESS EXECUTIVE SUMMARY (CBR)

**\$250,000**



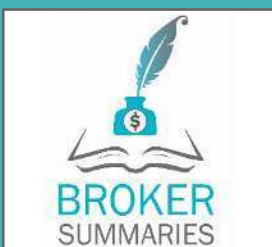
This is a sample Confidential Business Review / Executive Summary for Sublime Coffee, a fictitious company.

## SUBLIME COFFEE

123 MAIN TEST LANE, SAMPLE, ANY STATE



- Roaster & Coffee House
- Breakfast & Lunch
- WiFi
- Quiet room
- Event space



Test Sample Business Brokers

555-555-555

[www.brokersummaries.com](http://www.brokersummaries.com)

123 Main Test Lane, Sample, Any State

**To me, the smell of fresh-made coffee is one of the greatest inventions.**

**- Hugh Jackman**

*Actor*

*Owner of Laughing Man Coffee*

## **Center of the City**

Life revolves around coffee. Waking up requires at least two cups to get us off to work.

Coffee is a decadence. Coffee is a hobby. Coffee is a habit. Coffee is a religion, at least to some, it seems.

Sublime Coffee has been answering the need in Sample, Any State for 22 years.

The right buyer won't find a better opportunity to own a profitable business they love. Own a piece of the neighborhood.

When Sublime Coffee was established in 1997, the town counted a population of 67,484. Twenty-two years later it boasts 113,320 with several new businesses and construction projects in the planning stage.

While it may not have been the reason the town grew, Sublime Coffee has definitely enjoyed the rewards. It is a fixture in the neighborhood with patrons lining up both inside and at the drive-through for their before-work coffee.



Hours of Operation  
Monday - Friday: 5:30 am-6 pm  
Saturday: 7:30 am-4 pm  
Sunday: 8:30 am-4 pm



*Award winning baristas and signature coffee creations*



## **Executive Summary**

Sublime Coffee enjoys a 5-star reputation as an artisan roaster. It boasts three first-place US Coffee Championship Barista awards in 2009, 2014, and 2018.

The new owner will start off profitable. Revenue has grown year-over-year with 2019 showing \$353,698 Gross Sales and \$143,007 Cash Flow.

After 22 successful years, the owner has decided to retire.

## Menu

Espresso and Drip Coffee  
7 signature Espresso drinks  
1 Barista Championship drink  
37 Tea varieties  
Pastries made on-site  
Grilled sandwiches  
Salads



## Facilities & Equipment

1 Large Room  
1 Small Quiet Room  
9 four-top tables  
7 two-top tables  
2 community bars  
Community Library

Espresso Machines:

1 Nuova Simonelli  
1 La Pavoni Pub



## Financials

### Asking Price:

\$250,000

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### 2019:

- Gross Sales: \$353,698
- Cash Flow: \$173,015

### Purchase includes:

- FF&E: \$157,000
- Domain: [www.brokersummaries.com](http://www.brokersummaries.com)
- Email List: 3,603 segmented
- Social Media
  - Facebook page: 953 likes
  - Instagram: 4,227 followers
  - Pinterest: 436 pins

### Lease: 3 year term ends 2021

- \$2,360 per month

### Staff:

- 2 full-time barista / assistant managers
- 7 part-time baristas and counter staff
- 1 part-time office staff

### Seller Non-compete:

- 15 years, 25 miles
- Seller willing to train



# Prime for Growth

Sublime Coffee is a phenomenal opportunity for the right buyer to walk into a profitable, turnkey business. You will start earning money the moment you open the door.

Four baristas trained at the renowned Bellissimo Coffee Advisors in Portland, OR. The expert staff is enthusiastic and eager to provide customers with a delightful experience as well as a well-crafted coffee.

Coffee and food sales contribute 78% to the revenue. The remainder comes from events, catering, and local artist commissions.



A creative owner can grow the shop with customer loyalty programs, email marketing, and engaging customers on social media.

## Maximize Sales

Extend shop hours

Closes at 6 pm on weekdays

Closes at 4 pm on weekends

Stay open to 8, 9 or 10 pm

Add wine, beer, and liquor

Host Chamber of Commerce meetings

Develop an events calendar

Music

Book clubs

Create a happy hour menu

Include coffee, tea, and food

Feature a signature drink each week or month

Create fund raising programs for schools, etc.

Develop a weekly/monthly email newsletter with specials and in depth discussions of coffee, trends, blog, and employee interviews

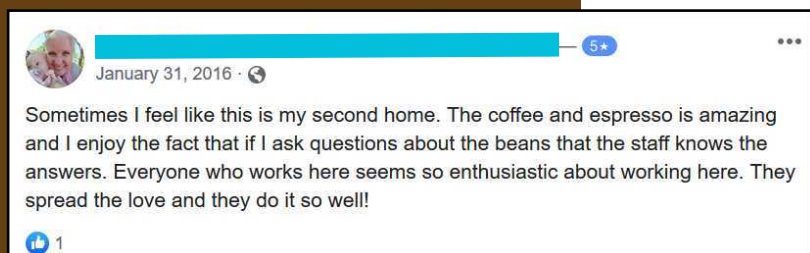
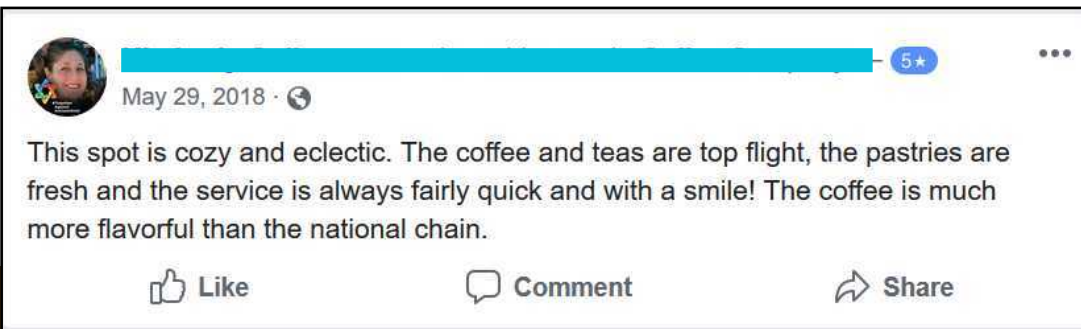
Develop catering contracts with local businesses

Add a food truck for community events

## Blog, Instagram, Pinterest, Facebook Topics

- Instructional
  - How do I make espresso at home?
  - Life cycle of a coffee bean
- Recipe of the week
  - Bakery
  - Signature drink
- Interview a local musician, author, etc.
  - We're having Joe Rock 'n Roll come in this weekend.
- Interview a staff member
  - Amy Staff has been with us for 5 years.

## Sublime Coffee in the Community







*123 Main Test Lane, Sample, Any State*

## Location

Sublime Coffee sits at the intersection of Main Test Lane and the main thoroughfare, Broad Street.

The closest coffee shop, a national chain, is three miles away. Sublime is surrounded by office buildings and a high-end shopping center.

Traffic counted 27,000 cars daily in 2019.

Traffic will increase over the next two years as a national technology company is building a four-story factory within three miles.

Setting up a coffee truck near the construction site will bring in more sales and develop a relationship with new companies.

*Don't wait to set up a site tour!*

Sublime Coffee is ripe for growth and the perfect business for a hands-on owner or a semi-absent investor.

**Please do not speak with the staff or customers. Doing so may jeopardize the current and future business.**

## **Next Steps**

Contact the broker to set up a site visit and full financial disclosure.

Please know that visiting the business or talking with the owner or staff without the broker present will be considered a violation of the non-disclosure agreement.

## **Ms. Business Broker**

President

Business Broker Company

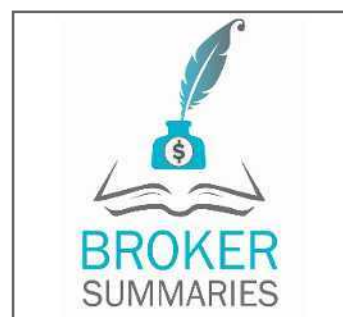
123 Main Test Lane

Anytown, Sample, USA

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www.brokersummaries.com





# Additional Examples

The following pages include examples from various confidential business reviews.

1. Executive Summary
2. Industry Analysis
3. Ripe for Growth

## CBR Process

I can work within your template or create something for you.

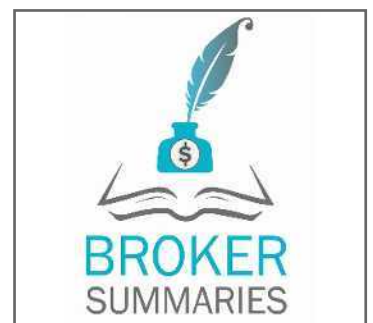
Most CBRs are completed within 3-5 business days. Reach out if a faster turnaround is required.

It's easy to schedule a CBR.

Items needed to get started:

- Seller's Questionnaire, or similar
- Financials, preferably 3 years to establish growth / consistency patterns
- URL
- Back end photos
  - Front end photos and reviews can be obtained online

I will send over initial questions within 6 hours.



# Executive Summary #1

*While natural disasters capture headlines and national attention short-term, the work of recovery and rebuilding is long-term.*

- Sylvia Mathews Burwell

15th President of American University

22nd United States Secretary of Health and Human Services

## Recession Resistant Business!

Disasters happen. Whether wild weather patterns, typical floods, fires, tornadoes, or mold, it's easy to see that disaster recovery and property restoration is a growth industry. The buyer can project increasing revenues year over year.

Restoration and disaster recovery extends beyond weather patterns to burst pipes, electrical fires, clean-up of asbestos, and more. 2020 brought a new disaster for Americans that requires deep cleaning, Covid-19.

It's a great time to invest in a growing industry influenced by climate patterns, home ownership, and community health.

With over \$1.75 million in sales in 2018 and ample room to grow their residential and commercial business throughout *State*, this is the perfect time for an established restoration expert to expand their business with little down time. An individual new-to-the-industry could learn on the job while making money the moment they opened the door. This is the perfect opportunity for a technician, expert, or semi-absent owner to start off strong.

Unfortunate as it is, emergencies happen. *Restoration Business* is a prime example of a business able to weather economic downturns and be a help to those in need.

Customers have been putting their trust in the business to restore, clean, deodorize, and sanitize their homes and businesses since 2000.

The seller's decision to retire after 20 years gives the right buyer an amazing opportunity to walk into an established business with positive cash flow, expert staff, and a prime environment for growth.

The business is widely known in the area and prides itself on its 24/7 emergency service and dedication to helping customers, both residential and commercial, minimize losses and salvage valuable assets after loss due to water, fire, wind, and hail.

The \$500,000 sale price includes \$120,000 in FF&E which includes 12 vehicles/trailers, \$9,000 in inventory, the website, Facebook, proven systems of operation, expert staff, and a comprehensive system of customer-focused protocols.

The business is fully certified by the Institute of Inspection Cleaning and Restoration Certification (IICRC).

Above all else, they are aware they are going into customers' homes and businesses at a time of loss, emotion, and confusion. Their excellent service standard ensures every interaction is built on a genuine and compassionate concern and respect for the customer.

Don't miss this opportunity to do some good in the community while making good money.

## Executive Summary #2

*"Nielsen data shows off-premises alcohol retail across the US. last month [March] was up a total of 68% than it was in the same period in 2019."*

*- Taylor Alanis,*

*3/10/2020, Channel 3 News, Corpus Christi, Texas*

### Unheard of Opportunity

Liquor has always been a big seller. Store sales exploded in 2020 as Americans became their own mixologists during the quarantine. Unlike many industries, they have thrived during the pandemic.

*Liquor Store* was uniquely positioned to take advantage of the stay-at-home orders with a delivery service established in 2019.

That's only a small part of the business's success. The high-end store's outstanding reputation, expert staff, tasting events, and extensive selection make it the premier liquor store in the city. The business sells wholesale and retail.

Established in 2016, the business generated in excess of \$2 million over the past 12 months with \$300,000 in cash flow.

This is more than a liquor store. It's a legacy business built in just four years. It sets itself apart from the rest with a diversified set of revenue streams. Four specialty licenses allow the store to sell directly to restaurants, offer tastings, deliver direct to customers, and sell with off premise cash and carry out. The business also has an upscale cigar offering. The business does not require health code permits.



The \$1,000,000 sale price includes far more than in most business sales. First, inventory value of \$300,000 is included in the purchase price. Also included are wholesale and customer iPhone and Android apps, Drizzly and Uber accounts, loyalty program, website, active social media, supplier introductions, \$100,000 in FF&E, and a 30-day transition.

Delivery accounts for 70% of sales. The store uses Drizzly, Post Mates, Door Dash, and Uber for deliveries. In-store sales comprise the remaining 30% of sales.

The average sale is \$60 with 77% repeat business and month-to-month growth. Cash sales comprise 30% of the total with the remaining 70% from credit and debit cards.

You won't find a better opportunity to be your own boss. Make money immediately and enjoy the support of an expert staff of 10 and outstanding reputation.

The 30-day transition will prepare the buyer with everything they need to get up to speed on the processes, events, vendor and wholesale relationships, and local customers.

Open the door to success with immediate cash flow and unlimited room for growth.



# Industry Analysis

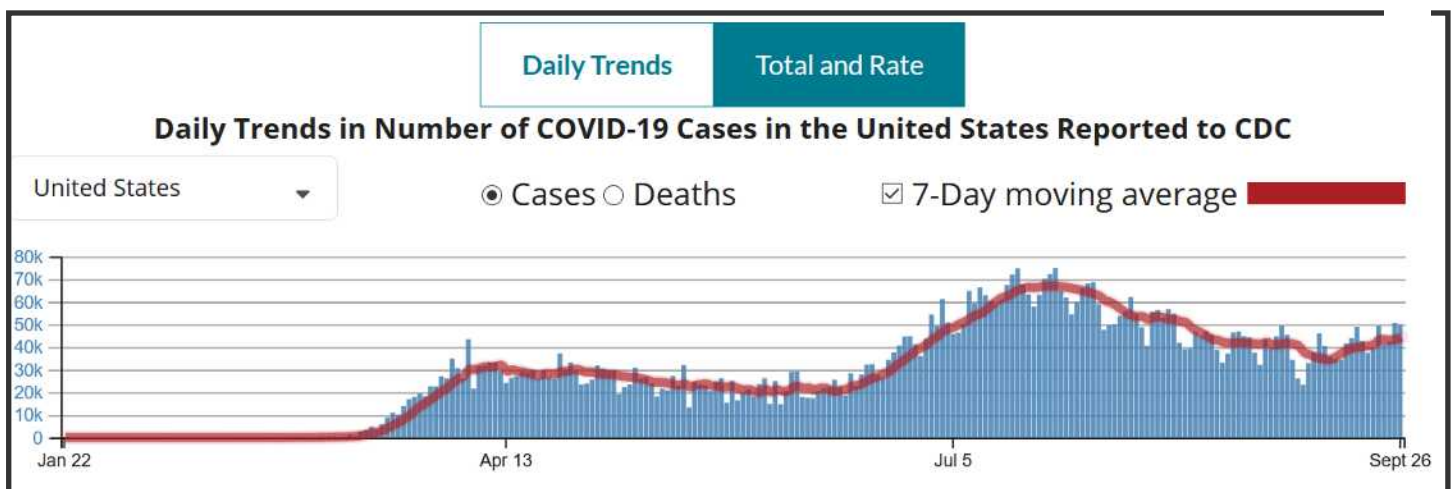
The need for PPE will not end with 2020 as scientists predict "the pace of ... pandemics is accelerating dramatically thanks to humans' ever-encroaching proximity to wildlife," ABC news. Additionally, industries outside of the government and health fields like meat-packing, retail, restaurants, and delivery services are contracting for PPE in record numbers.

The PPE industry will continue to grow with the Covid-19 daily case count in the US rising again. The CDC reported 49,871 cases on Sept. 26. The safety measures undertaken at the start of the year are projected to become standard practice even as vaccinations are finalized.

While shortages have abated somewhat, industry leaders project the "skyrocketing demand for PPE to protect front-line healthcare personnel from Covid-19 ... to "hit \$92.86 billion by 2027" exhibiting a CAGR of 7.4%.

Masks, by government mandate or personal safety concerns, have become standard in the workplace, classrooms, construction sites, stores, restaurants and outside activities. Construction, pharmaceutical, and transportation industries, in addition to governments, are projected to lead the need for PPE in the coming years.

Now is the time to find the next safety equipment to be in demand and be ahead of others in the field. Have an innovator on staff to research, study scientific reports, talk with clients, and spend time in hospitals, medical facilities, and with government agencies to future cast the next products in the PPE space.





# Room to Grow #1

The *Uniform Business* generated \$275,000 in sales in 2019 with 90% repeat business, 20+ hospital and medical facility contracts, online reviews, and location recognition. The business has not invested in advertising.

The store also sells chef and kitchen uniforms for restaurants, hotels, and more.

The seller recommends a three-pronged growth strategy.

## **Go new school: Increase online and social media activity.**

Because the business drop ships all phone orders directly from the brands, it is a prime candidate for online ordering. Direct-to-consumer brands like *Competitor* have proven that customers want to order their uniforms online. The business offers customers the choice of 10 brands so they can find the style, fit, and size they want.

The quickest way to increase sales is to add an online ordering platform to the website. Explore e-commerce providers Shopify and Wix. While functionality between the two differ, they specialize in online stores with a variety of shopping options including catalog and subscription-based models. Sites can also accept coupons to further incentivize customers to buy. Hire or contract with a website developer to set up the site and work with brands to connect with their inventory systems to drop ship orders.

It will be an upfront investment, but the ability to retarget to customers with email marketing will increase sales exponentially.

Capture emails in-store, on Facebook, Instagram, and the website. Offer a 10 - 15% discount on their first order when they subscribe. Use email marketing to capitalize on the old adage, "it's easier to sell more to current customers than attract new ones."

## **Go old school: Develop an in-person sales strategy.**

After improving the online experience to target customers both local and nationwide, get offline. Target specific hospitals, dental and medical offices, massage therapists, schools, etc. with in-person or virtual fashion shows for both women and men, direct mail, and group discounts. Make one-on-one connections in person, on the phone, on Zoom, on Facebook and Instagram. Meet people where they are.

Take a lesson from *Competitor* designs. They started their company by selling on-site at hospitals as doctors and nurses changed shifts. Go to hospitals and medical practices to offer seasonal fashion shows or discount trunk shows. Make it something special that takes advantage of both in-house stock and online orders.

Continue to offer personal service over the phone, in the store, and online via social media.

**Advertise.** The seller has relied on word-of-mouth advertising over the years. Build a marketing and advertising strategy that includes both online and direct mail components. Focus on online advertising through Google Adwords, Facebook, Instagram, LinkedIn, and Yelp.

Continue to ask customers to include reviews on Facebook, Google, and Yelp. The *Uniform Business* is a prime example that reviews sell.

Get creative. Who wears or could wear scrubs? Don't forget regular lay people. Scrubs are moving outside the hospital and medical field into everyday comfort wear.



## Room to Grow #2

*Dry Cleaners* generated \$740,000 in sales based on 80% repeat business and location recognition. The business spends little on advertising and is not active online.

The seller recommends a three-pronged growth strategy.

**Advertise.** The seller has relied on word-of-mouth advertising over the years. Building a marketing and advertising strategy is the quickest way to grow the business. Advertise in circulars and with direct mail. Focus on online advertising through Google Adwords, Facebook, Instagram, LinkedIn, and Yelp. Ask existing clients to include reviews on Facebook, Google, and Yelp. Reviews sell.

**Increase online and social media activity.** Create a website. The business does not have a website for any location. Build one site and reference all four locations.

Capture emails in-store, on Facebook, Instagram, and the website. Create a lead magnet like "5 Tips to Extend Your Dry Cleaning" or "7 At-Home Spot Cleaners That Work." Offer discounts and a loyalty program to keep customers engaged.

Renew activity on the store's Facebook account. Add Instagram and LinkedIn accounts. Start a conversation with visitors by posting spot cleaning tips online. Post interviews with staff, "A Day in the Life of a Dry Cleaner," to build a relationship with followers.

**Develop cross-industry relationships.** Certain fabrics require dry cleaning like silk, linen, wool, rayon, lace, leather, suede, and anything embellished. Often this means business attire, jackets and coats, wedding dresses, synthetics, and anything with pleats or a lining. Approach industry professionals in fields that rely on such fabrics like wedding planners and photographers for brides' gowns, restaurateurs for staff uniforms, human resources at large offices and business parks, Realtors, and more.

Get creative. What could you dry clean? Costumes? Approach the local theater

company, school teachers, and Halloween stores. Church choirs?

Ask for recommendations. Those from industry professionals are as valuable as those from customers.

| <b>GROW THE BUSINESS</b>   |   |
|--|---|
| <p><b>Website</b></p> <ul style="list-style-type: none"> <li>Create a website</li> <li>Post price list &amp; discounts</li> <li>Create a dry cleaning quote calculator</li> <li>Always provide a range so customers aren't surprised at the store</li> </ul>   | <p><b>Industry Relationships</b></p> <ul style="list-style-type: none"> <li>Wedding planners</li> <li>Photographers</li> <li>High-end restaurants for staff uniforms</li> <li>Churches</li> <li>HR departments often include local discounts in employee benefits</li> </ul>  |
| <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Renew activity on Facebook</li> <li>Use one FB page for all locations</li> <li>Create Instagram &amp; LinkedIn accounts</li> <li>Respond to reviews &amp; comments</li> </ul>  | <p><b>Advertise</b></p> <ul style="list-style-type: none"> <li>Visit local offices with discounts</li> <li>Track each with unique codes</li> <li>Direct mail &amp; weekly circulars</li> <li>Online ads via FB and Google</li> </ul>  |
| <p><b>Blog &amp; Social Media Posts</b></p> <ul style="list-style-type: none"> <li>"5 Items to Never Wash"</li> <li>"What Does It Mean to Dry Clean? "</li> <li>"How to Sew a Button Hole"</li> <li>Post before &amp; after images of heavily soiled clothing</li> <li>Do not mention the clothing's owners</li> </ul> | <p><b>Email Marketing</b></p> <ul style="list-style-type: none"> <li>Create a lead magnet to capture emails on the website:                             <ul style="list-style-type: none"> <li>"5 Tips for Extending Your Dry Cleaning"</li> </ul> </li> <li>Re-market to existing customers with new product offerings, discounts, and hot tips</li> </ul> |
| <p><b>Add Services</b></p> <ul style="list-style-type: none"> <li>Pickup and Drop off service</li> <li>Wash, Dry, Fold</li> </ul>  | <p><b>Promote</b></p> <ul style="list-style-type: none"> <li>Alterations &amp; Shoe Repair</li> </ul>   |



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