

Business Sale Overview Memo

Project Buzz – Lifestyle Clothing Company

Business Opportunity

An excellent opportunity exists to purchase the business and assets of a popular lifestyle fashion brand which has an established social media presence.

The Company sells a variety of clothing and accessories direct to consumer through its e-commerce site. The business focuses on the youth market with core accessory products including backpacks and pencil cases and core clothing products including t-shirts and hoodies. The Company has invested heavily in marketing, which is handled in house and produces multiple content pieces on a weekly basis.

The business was incorporated in February 2012, and we understand that it currently employs 86 members of staff.

Interested parties are requested to specifically deal and formally register their interest with Ryan Empringham or Stephen Readman at SIA Group, who are acting as Agents on behalf of the proposed Administrator.

It is intended that a sale will be executed at the earliest opportunity and all expressions of interest must be registered by no later than **midday Thursday 3rd November 2022**.

Business Overview

- Leasehold offices.
- Large number of product collaborations with multiple world-famous brands.
- Brand licensing portfolio which accounts for circa 5% of revenue.
- E-commerce site which accounts for 95% of revenue selling to UK and Europe.
- Skilled, experienced workforce.
- Offers are invited for the business and assets.

High Level Financial Information

Unaudited Accounts Summary

	Mgmt Acc's Sept 2022 £	Y/E Dec 2021 £	Y/E Dec 2020 £
Turnover	TBC	17,721,121	12,608,297
Gross Profit	TBC	7,029,059	7,113,633
Net Profit (Loss)	TBC	(4,360,731)	(1,404,911)



Assets for Sale

- Clothing & Accessories Stock
- Office furniture & IT Equipment
- Customer Databases
- Goodwill
- E-commerce site
- Brand related assets

Further Information

Requests for further information should be addressed to Ryan Empringham or Stephen Readman of SIA Group who are acting as agents on behalf of the proposed Administrator. Contact details have been provided below.

Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.

For further information please contact:

Ryan Empringham
SIA Group Asset Ingenuity Ltd
T. 01273 621 317

E.ryan.empringham@sia-group.co.uk
E.stephen.readman@sia-group.co.uk

