



Highest Quality Hair Cutting Scissors

Havelock-Adams, LLC

BUSINESS SALES & ACQUISITIONS GROUP

CONFIDENTIAL

Business Profile # 1191203PC

Manufacturer Of Personal Care Products

Direct To Consumer, Flexible Pricing

LISTED PRICE:

\$ 122,000

Plus a 4 Year 4% Royalty

(This Is Not A Franchise)

This is a direct to consumer manufacturer of the highest quality of personal health and beauty tools and products. These tools include hair cutting scissors, manicure sets, EMT/medical shears, tweezers, and other exotic beauty tools for consumers and professionals.

The business is a relaunch that has been set up and operational down to the smallest detail. From suppliers of quality Japanese stainless steel to a most functional online retail web site typifies the completeness of the business.



Business relationships have been established with Amazon and Walmart for the sale of the products directly to the marketers and as a third-party provider.

Being the manufacturer provides a great deal of flexibility in pricing strategies. In the seller's own words, "Because we are the manufacturer,

we have very high margins as we are getting items at cost. No middlemen. To the consumer, we can charge MSRP (Manufacturers Suggested Retail Price) or even 50% of MSRP. We have found that over the years every 10K in wholesale inventory generates up to 100K in retail sales on average." In the most general example, a typical product may have a suggested retail price of \$20 to \$22. The actual cost could be as low as \$2 to \$4 per unit. The listing price does include \$55,000 in finished goods at cost, ready for sale.



Customer market segments include the general consumer, professional cosmetologists, hairdressers, and first responders.

The seller has dedicated years to setting up and implementing a functional business structure but realized his limitations and that a marketing personality is required to take what has been created and move the business to the next level. The seller is willing to continue to provide his manufacturing expertise to the future success of this business opportunity.