



Proprietary Women's Plus Size E-Commerce Business

OFFERING

VR Business Brokers, Mergers and Acquisitions is pleased to introduce a Proprietary Women's Plus Size E-Commerce Business. The Owner has set up a strong leadership structure to handle key management roles. The company is poised for continued growth in the rapidly expanding Women's Plus Size Apparel and E-Commerce markets.

The company is a pioneer in the marketplace, operating for nearly three decades and the Company's financial performance shown below reflects the business' operational excellence and reputation.

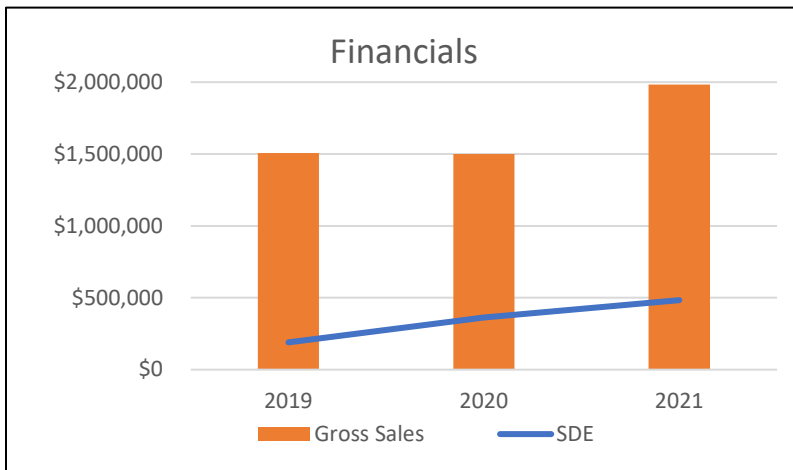
The company increased its online marketing investments in 2021 because of its excellent ROAS. The channel mix include a robust and effective email and SMS program, a growing affiliate network, strong organic reach, and a targeted and highly effective online advertising program. Newer efforts in social media are showing excellent results and strong conversion to sales.

Return on Investment Table Similar to SBA Financing Structures

	SBA	Notes
2021 Seller's Discretionary Earnings	\$483,388	
Market Manager Salary	\$120,000	Assumption
Earnings Available for Debt Service	\$363,388	
Offering Price	\$2,100,000	Purchase price
20% Down Payment	\$420,000	
Total Loan Amount	\$1,680,000	
Annual Loan Payment	-\$221,295	
Return on Investment (ROI)	\$142,000	
	ROI	34% cash on cash
Debt Service Coverage (Most banks require > 1.25)	1.64	Based on SDE after Buyer Salary

Notes: R.O.I. scenario is based on the following assumptions: Owner's replacement pay is \$120,000, financing with 20% down payment, 5.75% interest rate, 10 year amortization. Above figures are estimation only. This is for informational purposes only and buyer is advised to consult with his or her respective advisers.

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E-Commerce: 100% of Sales are via E commerce channel. Selling is exclusively from the website. Opportunity to extend sales to other platforms

Marketing Channel: The plus size apparel industry in not concentrated, providing opportunity for continued growth. Diversified list of clients and marketing channels with no concentration issues. They have an established presence in the marketplace with a growing list of email subscribers and followers.

Trademarks: 7 registered trademarks for both brand and high-tech fabrics.

Staff: Growing experienced team with a reputation for excellent customer service, with expert abilities to source the latest and greatest in performance fabrics, paired with construction techniques that emphasize comfort, fit and quality to give their customers clothes that last and fit.

INDUSTRY TRENDS

- **The women's plus size apparel market in the US was estimated to be worth \$6.7B in 2021.** The growing incidence of weight issues has increased demand for stylish clothing for Plus Size women.
- **The plus-size market in the United States is largely underserved.** Over the past decade, the number of plus-size women has risen. The Kaiser Family Foundation reports that in 2018, 60.7% of women in the United States were classified as overweight or obese.
- **Sales have risen as more retailers add Plus Size apparel to their inventory.** Plus-size in the US alone is growing at nearly twice the rate of the overall apparel market, suggests market research by NPD(2).
(1) IBIS World
(2) Coresight Research

Business is Priced at \$2,100,000 - NDA required to view information.

Contact Young Bebus, Managing Broker at Youngb@VRTwincities.com or Brandon Garcia, Business Broker at Brandon@VRTwinCities.com
Office: (651) 330-1767 | VR Business Brokers, Mergers & Acquisitions | www.VRTwinCities.com