



**Broker Info**



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LIC# 01918858

**Background**

**General Location:** Southern California, CA  
**Category:** Durable Goods  
Fabricated Metal Products  
**Years in Business:** 11  
**Under Present Owner:** 11  
**Hours of Operation:** 8am-5pm  
**Owner Hours:**  
**Training:** None  
**Organization Type:**  
**Lease Expiration:**  
**Lease Options:**  
**Building Size:** 20,000  
**Employees:** 26  
**Reason for Sale:** Retirement

**Financials**

**Asking Price:** \$25,000,000  
**Down Payment:** Negotiable  
**Gross Sales:** \$7,733,331  
**Discretionary Cash Flow:** \$3,124,883  
**FF&E:**  
**Inventory Included?**  
**Inventory:**  
**Min. Operating Capital:**  
**Real Estate Available?** No  
**Rent:**  
**Financing:** Call

**Summary**

This company has been described by its largest competitor as "the little giant" in the world of saltwater sport fishing. The sports fishing industry as a whole is a \$48 billion-dollar industry in the U.S.A. \$2.1 billion dollars can be attributed to salt water rods, reels and accessories. In its 13+ years, the company has grown from 1 revolutionary design to over 1200 SKU's.

The brand is well known among fishermen for its superb engineering at affordable prices. Sticking to a narrow focus in the market, this is the "Apple Computer" of the fishing world. The owners are confident that the planned release of future designs will quadruple sales.

The company is for sale at a price of \$15 million dollars plus an inventory stockpile worth \$10 million dollars. Details of the company will require a signed NDA and proof of funds. Please contact David Chavez @ 310-503-6847 for a copy of the business review.

Year	2015**	2014	2013
Gross Sales	\$ 8,000,000	\$ 7,290,000	\$ 6,577,000
Gross Profit	\$ Call	\$ Call	\$ Call
Disc. Earnings	\$ 3,500,000	\$ 3,200,000	\$ 2,900,000