



### Broker Info



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### Background

**General Location:** Los Angeles, CA  
**Category:** eCommerce  
 Consumer Services  
 (B2C)  
**Years in Business:** 7  
**Under Present Owner:** all  
**Hours of Operation:** 9am-4pm  
**Owner Hours:** 20/wk  
**Training:** 4 weeks @ 40 hours  
**Organization Type:** LLC  
**Lease Expiration:** 4/30/2025  
**Lease Options:**  
**Building Size:** 4140  
**Employees:** 0  
**Reason for Sale:** strategy

### Financials

**Asking Price:** \$325,000  
**Down Payment:** Negotiable  
**Gross Sales:** \$1,248,715  
**Discretionary Cash Flow:** \$145,324  
**FF&E:** \$15,000  
**Inventory Included?**  
**Inventory:** \$110,000  
**Min. Operating Capital:** \$75,000  
**Real Estate Available?** No  
**Rent:** \$6,913  
**Financing:** SBA

Year	2021	2020	2019
Gross Sales	\$ 2,647,622	\$ 2,873,158	\$ 2,489,124
Gross Profit	\$ 1,294,937	\$ 1,136,443	\$ 1,095,137
Disc. Earnings	\$ 425,324	\$ 175,388	\$ 348,092

### Summary

A 7-year-old branded eCommerce company offering a functional fitness subscription box service to over 1,800 customers. The contents of the quarterly box are fitness apparel items, equipment, accessories, healthy snacks, and supplements. They procure these items from various like-minded fitness brands, manufacture some of their own branded items, box them up, and ship them to their customers. The business offers consumers a convenient and fun way to discover new products and brands that complement and elevate their fitness lifestyle. The business transitioned from a monthly service to a quarterly service in 2021 and hired a financial firm to provide projections. The strategy change was about reducing expenses and time.

- 425k in SDE in 2021, on pace for about 175k in SDE for 2022
- Two owners focus on strategy, operations and partnerships. Both work around 20 hours per week
- 350 brands that they have partnerships with
- Owners are willing to stay on post sale

Please contact Steve Lukes, M&A Advisor, 310-871-2909 or slukes@bizex.net