



CHESHIRE MARQUEES

Information Memorandum

NOVEMBER 2024

Executive Summary

Today

- ✓ Specialist provider of marquee & event hire equipment in the leisure and corporate sectors
- ✓ Recognised and trusted by customers across Cheshire and South Manchester since 1989.
- ✓ Delivers strong repeat business and highly competitive products.

Competitive advantage

- ✓ Long standing supplier relationships with competitive pricing.
- ✓ Strong and experienced team with detailed industry knowledge and a proven track record of delivering service excellence.
- ✓ Ideally located within the 'Golden Triangle' of Wilmslow, Prestbury and Alderley Edge.

Platform for growth

- ✓ Majority of business based on repeat customer and word of mouth.
- ✓ Opportunity to expand business through Social Media platforms and a Marketing Strategy.

Business Overview

- + Established 35 years ago, the business specialises in the hiring of marquees for all occasions, with a wide range of styles and sizes available.
- + The range of marquees offers a huge amount of flexibility, from a small marquee in the back garden, to large corporate events.
- + The company has a good range of repeat clients both commercial and domestic, including regular high-profile clients.
- + The company gives each customer a high level of personal and reliable customer service, from the first enquiry to the final clearing of site.
- + Effective use of online quoting software to maximise customer flexibility, transparency of costings and adaptive imagery to enhance the customer experience.
- + Administered remotely, the current storage premises, could be re-located, or amalgamated with another business.
- + Comprehensive equipment inventory, commands substantial replacement cost, estimated in excess of £200,000.
- + Operated at a level to suit vendor, turnover in region of £175,000 - £200,000 with no advertising undertaken.

Sale Information

- + Asking Price £170,000 including all stock and equipment.
- + Limited Company.
- + Share Purchase so no VAT.
- + The business is being offered for sale on a going concern basis.
- + The business is being marketed for sale on a cash free, debt free basis.
- + Current average turnover is circa £175,000 per annum.
- + There are fixed assets with a book value of approx. £100,000 included within the sale
- + Website, domain name and Social Media included.
- + With business purchase, comes repeat annual bookings in excess of £60,000.
- + Additional bookings for 2025 of £20,000 included in sale.

All financial discussions will take place directly between the vendor and all interested parties under the auspices of BWP Inspire Accountants.

Financial Performance

	2024	2023	2022	2021
Turnover				
Interest Income	1.33	25.86	54.58	23.91
Other Revenue	0.00	16,651.50	2,668.00	46,619.73
Sales	150,195.60	163,664.52	222,847.63	151,889.86
Total Turnover	150,196.93	180,341.88	225,570.21	198,533.50
Cost of Sales				
Cost of Goods Sold	5,970.62	1,699.98	16,835.01	11,871.72
Equipment Hire	24,247.85	22,243.85	44,408.58	28,390.13
Motor Vehicle Expenses	9,097.66	22,892.87	21,169.77	12,686.09
Salaries	57,392.62	55,874.07	61,590.78	39,648.31
Total Cost of Sales	96,708.75	102,710.77	144,004.14	92,596.25
Gross Profit	53,488.18	77,631.11	81,566.07	105,937.25
Administrative Costs				
Advertising & Marketing	0.00	709.67	870.20	433.33
Audit & Accountancy fees	1,665.10	1,998.25	1,650.00	1,250.00
Bank Fees	3,269.99	2,504.79	1,510.21	1,058.06
Cleaning	515.24	271.73	1,505.11	0.00
Depreciation Expense	0.00	14,633.10	17,110.61	15,783.67
Directors' Remuneration	0.00	28,639.16	30,795.04	44,109.08
Employers National Insurance	3,135.14	1,247.35	1,452.41	0.00
Entertainment-100% business	49.38	347.40	539.20	469.13
Finance charges	315.00	315.00	315.00	0.00
General Expenses	863.60	491.61	643.99	2,334.39
Insurance	6,362.81	5,439.33	6,572.27	5,292.77
Interest Paid	0.00	1,738.36	843.62	587.66
IT hardware	475.13	565.65	948.18	631.72
IT Software and Consumables	988.80	1,685.56	1,325.93	3,095.37
Legal Expenses	35.00	35.00	81.99	0.00
Light, Power, Heating	204.44	0.00	428.56	0.00
Pensions Costs	2,609.08	796.67	0.00	0.00
Postage, Freight & Courier	460.00	0.00	315.74	559.72
Printing & Stationery	88.72	318.69	88.50	142.43
Rent	13,750.00	11,325.37	15,848.36	12,285.61
Repairs & Maintenance	3,155.61	1,679.39	2,403.39	97.65
Staff Training	0.00	1,371.67	587.00	94.17
Stripe Fees	1,017.56	562.79	1,245.93	0.00
Subscriptions	0.00	26.40	0.00	0.00
Telephone & Internet	3,646.33	3,338.44	2,894.16	3,146.21
Travel - National	0.00	0.00	14.08	3,758.97
Total Administrative Costs	42,606.93	80,041.38	89,989.48	95,129.94
Operating Profit	10,881.25	(2,410.27)	(8,423.41)	10,807.31
Profit after Taxation	10,881.25	(2,410.27)	(8,423.41)	10,807.31

Key Strengths

- + A superb opportunity exists to build on the unsurpassed reputation of this fantastic business. The company has such a level of equipment that it could easily accommodate significant growth within its current infrastructure. It also has a healthy forward order book which should ensure ongoing prosperity to the new owners.
- + Strong Brand identity with branded vehicles and uniforms.
- + The business is known for its professional approach, dependable service, expansive knowledge and expertise.
- + The business is well respected for its honest, reliable and friendly approach, which has created a strong client base.
- + The business has the following key attributes:
 - ✓Well-established and longstanding marquee hire company
 - ✓Private and corporate client customer base.
 - ✓Huge breadth and depth of quality stock - capability to service several events simultaneously.
 - ✓Strong forward order book stretching up to one year ahead.
 - ✓Excellent reputation for very high levels of personal, friendly and professional customer service.
 - ✓Substantial growth and expansion opportunities.

Key Opportunities

- + There is further opportunity to expand the client database of this company and implementing a marketing strategy alongside leveraging social media could achieve excellent additional growth.
- + The business provides an acquirer with the following:
 - ✓ Ideal bolt on for a company already operating in the marquee, catering equipment and furniture hire sector.
 - ✓ Excellent starter opportunity for an individual or organisation looking to establish a foothold within the hospitality/event sector.
 - ✓ Maximise marketing through the existing website, with opportunities to improve.
 - ✓ Build upon the relationships formed with event planners and PR firms.
 - ✓ There is also a superb opportunity to expand into related areas, for example more event management, catering, equipment hire, entertainment etc.
 - ✓ The current stock, which is in excellent condition and well maintained, could adequately cope with additional expansion without the need for further investment.

Equipment

- + Marquees are from well-known market leading manufacturers.
- + Marquees are no longer seasonal, they can be used in all seasons, with heating and cooling solutions optional. All can be supplied with or without a wide range of furniture and accessories.
- + All equipment is included within the asking price. This includes but is not limited to;

- ✓ Clear Span Marquees, 6m, 9m & 12m

- ✓ Gala Lightweight Marquees

- ✓ Pagodas, 3m & 6m

- ✓ Gazebos

- ✓ Wooden Floor

- ✓ Vehicles

- ✓ Chairs & Chair Covers

- ✓ Tables

- ✓ Dance Floor

- ✓ Heating Units

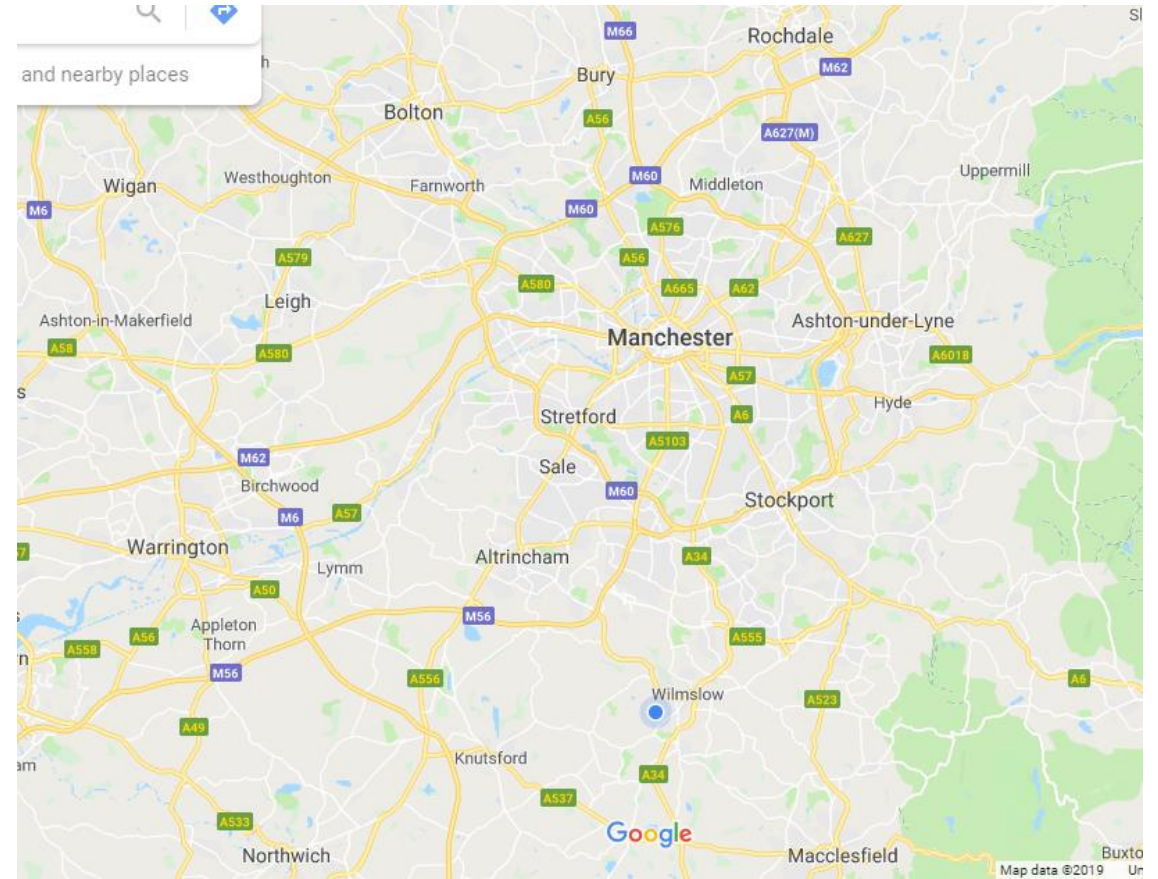
- ✓ Lighting & Cabling

- ✓ Linings & Carpets

Competitive Landscape

+ Geographical locations that the business currently operates in;

- ✓ Knutsford
- ✓ Macclesfield
- ✓ Nantwich
- ✓ Crewe
- ✓ Wilmslow
- ✓ Sandbach
- ✓ Warrington
- ✓ Congleton
- ✓ Middlewich
- ✓ Bollington
- ✓ Poynton
- ✓ Northwich
- ✓ Bury
- ✓ Handforth
- ✓ Winsford
- ✓ Alderley Edge
- ✓ Stockport
- ✓ Cheadle
- ✓ Hale
- ✓ Altrincham
- ✓ Sale
- ✓ Gatley
- ✓ Prestwich
- ✓ Whitefield
- ✓ Bolton
- ✓ Rochdale
- ✓ Wigan
- ✓ Runcorn
- ✓ Hull
- ✓ Stalybridge
- ✓ Mossley
- ✓ Greenfield
- ✓ Marple
- ✓ Marple Bridge
- ✓ New Mills
- ✓ Whalley Bridge
- ✓ Manchester City Centre
- ✓ Hyde
- ✓ Derbyshire



Additional Information

Premises:

- + The company currently operates remotely utilising online quoting software (MarqueeTech, £700 p.a) and from an ideally located storage premises. Rent is £18,000 p.a. Rates n/a. The business could easily be relocated if need be.

Business Hours:

- + As required

Employees:

- + Only one of the directors works in the business but will be leaving upon sale. The current staff includes one full time employee and one part time employee. Staff are highly competent and multi-task. The business can also call upon a pool of additional labour as and when required.

Insurance:

- + The business holds a comprehensive insurance package including Public Liability, Employers Liability, Accidental Damage and a Motor Fleet Insurance policy.