

**Importer & Seller of Branded Product  
Well Positioned and Still Looking at a Strong 2020**

Client #10369

This company is a unique find in today's market. They have historically done well in recessions. They are ideally suited for times when Americans "stay-cation". And they know they will have the right product in place for peak 2020 demand later this year.

They have always emphasized being a good trading partner with their international suppliers. They pay their bills on time and their suppliers know it. This is now paying off as they are getting products when others are not.

Recent market changes have dramatically increased the breadth of products they can sell into their core marketplace. They are capitalizing on this opportunity, with store and warehouse additions in 2020. There are significant barriers to entry for others who might seek to do the same.

Mail order and online retailers like Amazon and eBay do not sell their products.

They have achieved the scale required to buy directly from producers and to have their own brand. Smaller competitors lacking scale are at a significant cost disadvantage and lack the ability to differentiate their product offering. This company is not the largest in their space. But they are a significant regional player that competes very effectively against larger national players.

2018 and 2019 were solid years for them and 2020 is still projected to be their best year ever. 2021 through 2023 have long-been projected as even stronger and those projection remains unchanged.

<i>(\$ U.S. Thousands)</i>	<b>2018A</b>	<b>2019A</b>	<b>2020E</b>
<b>Revenue</b>	<b>\$7,817</b>	<b>\$7,910</b>	<b>\$10,357</b>
Cost of Goods Sold	1,662	1,823	2,274
<b>Gross Profit</b>	<b>\$6,155</b>	<b>\$6,087</b>	<b>\$8,083</b>
<i>% margin</i>	78.7%	76.9%	78.0%
Operating Expenses	2,969	2,909	3,394
<b>Adjusted EBITDA</b>	<b>\$3,186</b>	<b>\$3,178</b>	<b>\$4,689</b>
<i>% margin</i>	40.8%	40.2%	45.3%

The owners have been in this business for 25 years and believe it is time to turn over the reins to a new owner who can steward it through the next level of growth. They are willing to work with a new owner during an extended transition period.

To learn more about this opportunity, please call 484-534-8600 x100 or email us at [info@bma1.com](mailto:info@bma1.com).