

TEXTILE HOME GOODS – BRANDED DESIGN & PRODUCTION - NOR. CAL
MOTIVATED SELLER, CMT MANUFACTURER, ECOMMERCE, TURNAROUND OPPORTUNITY

COMPANY OVERVIEW

This upscale, Northern California-based operation imports textiles to design and produce their own branded home goods (CMT Manufacturing). A Shopify merchandising platform and e-commerce-based website is utilized to serve North America, 100% direct to consumer.



Highlights: **Long-term staff** includes experienced production team of sewers & cutters, operations and fulfillment as well as expert contractors/advisors in sourcing, marketing and design. With a **well-developed customer file of >75,000** (including email and text subscribers) and a highly reputable brand grounded in classic design and quality, this business has remained steady throughout the pandemic via repeat customers, SEO, stable supply chain with in-house and domestic CMT sources.

Facility: Centrally located near multiple highways, the facility features custom leasehold improvements and is well lit throughout including a large workroom/assembly area, inventory shelving, loading dock area, photography designed lighting, 3 large workspace areas and a meeting room. Business could double or triple in the current space.

Growth & Expansion: On track for \$3.5M in 2022, recent growth was limited by internal capitalization to support digital marketing efforts and monetization of assets. However, the **firm has been restructured with new talent and focused on bottom line improvement** and is now well positioned for top line acceleration through merchandise assortment expansion, channel development and honed marketing efforts. A **strategic buyer capable of leveraging CMT and fabric-sourcing** should be able to drive significant COGs/margin improvements and drive top line growth through supply chain refinement, improved inventory management and sales forecasting practices, database cross-sell opportunities and addition of home goods lines.

Support & Training: Motivated owner, willing to train and stay on as brand ambassador, seeks strategic acquirer or sophisticated consumer-direct business operator with investment equity to leverage significant growth potential.

SUMMARY

Location	Northern California	Gross Income	\$3,700,000* (2021)
Employees	14 (FT), 3-5 Consultants	Cash Flow - SDE	\$250,000 (2021)
Training (included)	20 hrs/wk for 8 weeks	Seller Financing	Some available for qualified acquirer
Facilities	~6000 sq. ft.	Ownership	S Corporation
Monthly Rent	\$10,000	FFE (included)	~\$75,000 FMV
Lease Term	Building for sale or lease to business acquirer	Inventory (included)	~\$500,000 (approximate)

Further Information: please email your completed Confidentiality Agreement (NDA) & Buyer Profile to:
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