

VNMM

**Small Business
Magazine**

**ISSUE 001 - APRIL
FREE ISSUE**

**the 10 BIG
STEPS in
buying a
BUSINESS**

**Preparing
your business
for sale**

**Businesses
FOR SALE**

5 "SECRET"
WAYS TO GROW YOUR PROFITS

MELBOURNE'S #1 FREE SMALL BUSINESS MAGAZINE

Thinking of Selling?

Your Business Is WANTED!

If you are looking to sell your business and achieve **MAXIMUM** price and results, please do not hesitate to call one of our experienced brokers for an obligation free consultation!

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Editors Note

Welcome to the first issue of the year of our magazine which you will always receive free, and will hopefully educate you in the needs of a small business operator. In this and the issues to come, we will give you many tips on topics that can answer many questions you may have, saving you the cost of seeing a solicitor.

We will have articles on small business owners who are suffering in today's market as well as others in today's market that are doing very well. They will be sharing some of their knowledge with you on how to build on your current business, whether you come from a hospitality background or all the way through to manufacturing.

Not only will our articles keep you educated and informed, but we will also have many resources for your needs throughout the magazine to assist you in your everyday needs, from accountants, to solicitors, small business finance, suppliers, shopfitters, etc. Above all and most importantly you will be able to find a business to buy if you're thinking of purchasing. Or perhaps you are a small business owner, you will benefit by being able to view businesses on the market selling in similar fields to help you get an estimated value of your business on today's market. All this and more in our VNM small business magazine!

We hope from all the staff here at VNM magazine that our truly unique and in depth magazine will help you in your needs and wish you all the best for this year .

Welcome to VNM small business Magazine.

VNM

**Small Business
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One of the biggest mistakes small business owners make often happens before they even become owners, like when they are trying to buy their first business without understanding the critical business-buying steps, and how they work together to elevate the parties to a successful transaction.

There are many steps that must be taken in order to properly and successfully buy a small business - hundreds, perhaps thousands of steps. My purpose

here is to identify what I call The Ten Big Steps, not to give you all the answers - I want to give you a leg up, but I don't have room in this piece to give you all the answers.

Here are the Big Ten. If you don't know how to conduct ALL of these steps, be sure you correct that deficiency before you proceed. At the end of this article, I'll send you to some places for more help.

The Big Ten

1. *The Choice*

First you have to decide what industry you want to be in. I know what you're thinking: Duh! Right? Well, believe it or not, small businesses are purchased every day merely because they are for sale and somebody wants to become a business owner - not because the business fits the buyer's background, experience, passion, and maybe not even their interest.

Running a business is tough enough when you know what you're doing. But when you own a business you're not passionate about, well, that's an unhappy situation waiting to happen. And an unhappy owner is usually an unsuccessful owner.

Make sure you look for a business that fits your ability, interest, and passion. When the details of operating the business gets you down, the only thing that will make you show up the next morning is the love of what you do.

2. *How Big?*

Now that you know what kind of business you want to own, you have to decide how big a bite of the apple you want to take. There are two primary questions that must be answered:

the 10 BIG STEPS in buying a BUSINESS

a) What size company will your management skills allow you to handle? Quantities to focus on include, but are not limited to: employees, sales volume, geography, and number of operating units.

b) How much capital can you come up with? In a few minutes you're going to read about The Closing, which is where you will hand over a Big Cheque. Now is the time to determine how big a cheque you can cover, not when the seller is minutes away from depositing it. If you don't yet understand how debt, investment capital, and possible seller financing can be combined to leverage the underwriting of your deal, stop the process and don't go any further until you do.

3. *The Hunt*

Find a company for sale in the industry and the size that you've chosen. This is where good old fashioned shoe leather enters the process. Drive around. Look around. Ask around. Find a qualified, and recommended, business broker. There could also be a lot of pointing and clicking. As with many things these days, a lot of searching and researching can be done on the Internet. Since this stage could be very long - months, even years - this is where the impatient usually fail. There are many worthy conditions and circumstances that can contribute to failure. Impatience is not one of them.

4. *The Meeting*

Now that you've found a prospective business to buy, let's meet the sellers. Do you know what you should say? This is not like meeting your steady's parents in high school. Find a professional, or at least someone who has been there before, and conduct a role play session on what you should say, AND what you shouldn't say. Virtually everything you say to a seller has a place and time. If you didn't know that, don't proceed until you've got this base covered.

5. *The Qualifying Process*

When you are selling a product, you qualify your prospects early in the selling cycle to make sure you're not spending time with someone who cannot, or will not, buy. It's the same thing here. The buyer qualifies the seller to determine if this person can be relied upon to perform, as well as continually qualifying the business opportunity.

The seller must qualify the buyer's ability to perform financially. But often sellers will also qualify a prospect with regard to whether they want to hand over their baby to this person.

The facts and figures are what they are; you just have to find the information. But the interpersonal aspect of this step is a dance. If you don't know how to do this dance, take some lessons before you get on the dance floor.

6. *The Letter Of Intent*

The LOI is the document that contains information known and understood by the parties to date, including that both parties will forsake other offers long enough for the buyer to conduct the due diligence process.

The LOI is typically not as much of a binding contract as it is an understanding. But there are important strategic points that must be part of this document. Make sure you know what those points are before you finalize this step. Let a contract solicitor help you with this, but be careful about letting the solicitor meet the sellers at this stage. Solicitors are essential to putting a deal together, but they can also be deal killers. If you don't know how to find, hire, and control a contract attorney, get someone who can before you proceed with the LOI stage.

7. *The Due Diligence*

This is the granddaddy of all the steps, for three reasons:

a) Other than possibly Step 3, this is the longest step. **YOU MUST BE PATIENT!**

b) When conducted properly, it produces key information without which an intelligent buying decision cannot be made. **YOU MUST KNOW WHAT TO LOOK - AND ASK - FOR!**

c) Your interpersonal skills **AND** your operating detective skills will be put to the ultimate test. **DON'T BLOW THIS STEP!**

Hundreds of five-pound books have been written on due diligence alone. Find a good one and memorise it. Also, hire professionals, like an audit (CPA) or consulting firm to help you with this stage. It will be money well spent.

8. The Contract

Enter the lawyers, again. Other than the LOI, it's quite possible, depending on the complexity of the transaction, that this is the first time you bring the solicitors in to work directly on the sale. The keys to success here are to:

a) Find a contract solicitor who has business sale experience (Flash: all lawyers aren't contract experts!);

b) Get the seller to let you pay for, and create, the contract documents. To use a tennis metaphor, it's better to be serving than receiving.

9. The Closing

Yogi Bear said it best: "It ain't over 'till it's over." MANY sales get all the way to the closing table, after hundreds, maybe thousands of hours of work, millions of spoken and written words, and thousands of dollars spent, only to have the whole deal fall apart when the parties merely sit across the table from each other.

There are lots of reasons: New information surfaces that should have

been found, or divulged, in the previous steps; one of the parties gets cold feet; one of the parties lets their solicitor get out of control; plus thousands of others.

It ain't over 'till it's over. Don't take a victory lap until someone drops the chequered flag. And if you're the seller, that's when the cheque clears the bank, a day or two after the closing.

10. The Big Day

After the dog caught the car he was chasing he asked, "Now what do I do with it?" Sometimes becoming the owner, after a long purchasing process, can be a little anticlimactic. Just like a new President of the United States, your first hundred days are critical to your future success. Will you be ready?

One of the challenges of buying a business is to make plans for a successful sale transaction while you are negotiating a deal that may fall apart at any moment. You've heard me say this before: If buying a business was easy, monkeys would be doing it.



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BED & BREAKFAST - FREEHOLD FOR SALE



Set in the heart of one of the busiest towns on the border of Victoria and NSW, this Bed & Breakfast boasts a stunning location in a house built in 1896, with such history enticing all sorts of clients to stay in this one-of-a-kind establishment.

With a 4.5 star rating it boasts 4 spacious B&B rooms and 2 separate self-contained studios in the luscious garden in which many new and repeat guests have enjoyed staying.



The four rooms are royally appointed with the finest bedding and furniture throughout the home. Add this with separate living quarters for the owner with 2 bedrooms/ lounge/bathroom make this an ideal B&B!

The two Garden Studios are self-contained units that each have a lounge/dining area, bedroom with king-size bed, ensuite and walk-in robes.

Coming with the option to purchase the freehold, this is an excellent opportunity for a husband and wife team looking for not only a great source of income, but an excellent lifestyle!

Please call Chris Panagiotidis for more information on 0433-582-533 or email chris@absolutebb.com.au

ASKING PRICE
\$420,000

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1/2 Truth:

Behind every status symbol and
luxury badge is a good product.

Full Truth:

Good is the enemy of great.



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Preparing your business for sale

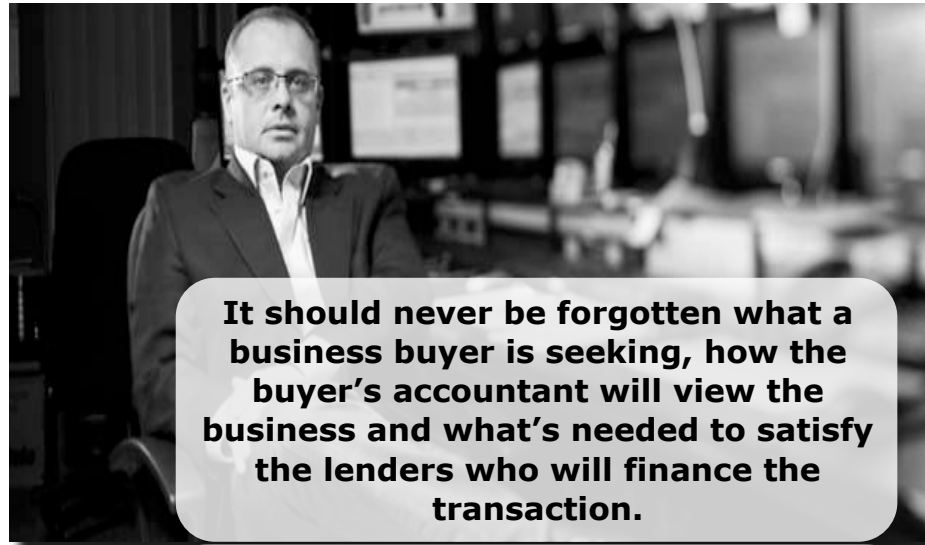


If ever there's reward proportional to effort it is the returns that often come from pre-sale input before starting the process of selling a business.



The following factors are the ideal for achieving a full value successful sale

- **Sales Trending Upwards**
- **Solid Management and Staff**
- **Established, balanced customer base**
- **Favorable lease and or location**
- **Good computer, accounting and reporting systems**
- **Profit margins meeting or exceeding industry standards**
- **Cash flow steady or improving**
- **Well trained employees and low staff turnover**
- **Established, growing market share**
- **Solid reputation for quality and service**
- **Products and/or services which are well established or in demand**
- **These ingredients are vital and will be reviewed by all prospective buyers as they compare your business to other opportunities.**



It should never be forgotten what a business buyer is seeking, how the buyer's accountant will view the business and what's needed to satisfy the lenders who will finance the transaction.

Industry outlook

1. If the outlook for your industry is bright, the price of your business will go up.

2 Depth of management & the sales

teams. If the business owner wears all of the hats, the price goes down.

3 Customer base

If a company has limited customer concentration with no single customer representing more than 5-10% of revenue the price goes up.

4 A good story to tell

Being able to tell a good (and truthful) company story is critical in helping the buyer recognise the full value of a business. An experienced broker will compile a good story that best showcases your business to potential buyers.

5 **Stage of industry consolidation**

If a company's industry is experiencing consolidation with the big companies getting bigger through acquisition, then prices for smaller companies will rise.

6 **Company track record**

If a company can show a track record of consistently growing sales and profits, buyers will pay more.

7 **Type of business**

- A manufacturing company with a proprietary product will sell for more than a job-shop manufacturer.
- A distributor that adds value by offering installation, repair, and/or engineering / design input will sell for more than a non-value-added distributor.
- A service company with a special expertise and/or on-going contract maintenance will sell for more than a similar service company without these capabilities.

8 **Revenue size**

The larger a company's revenue, generally the higher the selling price. A business with \$25 million of annual

sales will sell for more than a company with \$5 million in sales.

9 **Market position**

A company that dominates its market or has a unique niche in the market will sell for a premium over other companies not dominating their markets.

10 **Having multiple buyers**

This is clearly one of the most important factors. When there are multiple buyers vying for a business, the price of the business will exceed the price paid for a business sold without competitive bids.



Busy Car Dealership Business For Sale - Owners retiring!

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**ASKING PRICE
\$89,000**

Highly reputable and very well presented this business has been established over 20 years and enjoys busy main road exposure with a 2000sqm yard able to accommodate over 80 vehicles.

With over 12,000 satisfied customers, the current owners are retiring and selling at below set-up cost so this is your chance to get into this sturdy business which is offering a new lease with negotiable terms, boasting average monthly sales of approximately \$200,000. The yard is well and fully equipped with high security fencing, night lights, alarm system, triple interceptor for undercover wash bay and signage.

Offices and show room are in excellent condition. The purchaser has the room to incorporate apart from a car yard, a workshop, boat sales or storage area.

Stock will be negotiated prior to contract. This business will suit a partnership, a family or can be incorporated into your existing business.

Genuine buyers should contact George Christou on 0423 044 249.

Thermal and Acoustic Coating Manufacturing Business For Sale

Established for over 23 years, this business offers a custom service catering for clients in a wide range of industries in the manufacture of rubber coated fabrics, lamination and a complete suite of sound deadening solutions.

Able to provide products, service and vast expertise throughout Australia's East Coast, this business has generated an impressive reputation in the industry and stands as one of the leaders in its class.

Generating income of approximately \$1,600,000 per annum with good profits and boasts an impressive 11,000 square foot premises.

Genuine purchasers only should contact Chris Panagiotidis on 0433 582 533 to find out more about this stunning opportunity.

**ASKING PRICE
\$450,000**

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One Stop Health Store Business for Sale

This Health Store business for sale enjoys main road exposure with huge car parking facilities at rear of shop. It is a Peninsula Icon when it comes to health stores being established for well over 25 years.

The store specializes in Biodynamic meat and organic chicken, Organic Fruit & Veg, quality supplements, Gluten Free produce, skin care, cleaning products, bulk grains, flours, nuts and seeds, organic grocery lines etc...

The Business owner also has her own mueslies that are produced in store to cater for the unique clientele in the area. There is a Naturopath in store daily which is more than happy to stay on. The business is currently taking an average of \$13,000 per week with still plenty of opportunities to take the business to the next level as the current owner does not have a website and is not utilizing the huge growth in online sales. Genuine buyers and Investors should contact Ismar Muratovic on 0404 146 202 to discuss further.

Retail Fashion Business For Sale

This retail fashion business has been established for over 28 years and is finally up for sale, needing renovations, it is a great opportunity for a first time business owner to enter the business world.

Located on one the busiest and most affluent retail streets of Melbourne this business demands a fresh operator to take this business to new heights.

Currently selling clothing, jewellery, hand bags plus more this has it all! Taking \$3,000 per week and priced to sell this will go quick! If your looking to inspect the business or get more information contact Peter Gerard on 0423333876

Make an Offer

This is a great opportunity to obtain a very well established limousine and hire car services business which has been servicing Melbourne for over 16 years and boasts long term clients who are corporate household names.

It is now time for the current owner to retire and time for a fresh, motivated individual to continue on a grow this excellent business.

Providing a great lifestyle and income for the owner, this business generates approximate turn-over of \$420,000 per annum with healthy profits.

Boasting a fleet of near new vehicles very well maintained vehicles, this is one that's not to be missed!

Genuine buyers should contact Chris Panagiotidis on 0433 582 533

Long Established Hire Cars Business Vendors time for Retirement !

POA

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This stunning Deli has been a family run business for over 18 years and has stood the test of time in providing not only a great lifestyle but even better income to its owners.

Situated very well next to Safeway on one of the Inner-Northern suburbs busiest streets, this deli boasts turn-over of approximately \$15,000 per week.

Its now time for a fresh, new, motivated owner to take this business an continue on to new heights! A great opportunity to acquire a genuine business presents itself here, so don't miss out!

Serious purchasers only are encouraged to contact Chris Panagiotidis on 0433 582 533

Deli Business In Great Location For Sale

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Printer/ Photocopier Sales/ Service Business For Sale

This business specialises in the sales and ongoing service of high-end photocopiers and production printers. So imagine you're a car dealership and you get paid for every kilometre each car you sell travels over the life of the vehicle, added with a locked in contract for servicing over the finance terms (3-4 years) and then client must purchase fuel only from you. You can see how and why this business is so profitable and secure and has been for over 30 years.

Founded in 1981 and locating to its current position in 2001, this business stands tall as a leader of its class with an impressive customer base and reputation second-to-none in the industry.

Boasting turn-over in excess of \$2.3M per annum, it is time for the owners to retire after three decades of hard work propelling this business to what it is today.

No experience in this Industry is required to take over as the current owners are more than happy to stay on to ensure that operations are not effected, so anyone can take over and reap the benefits of owning this business.

With its only 5 days of trading this not only gives massive rewards financially but for your lifestyle also!

Genuine purchasers only should contact Ismar Muratovic on 0404 146 202 or Chris Panagiotidis on 0433 582 533 to find out more about this once in a lifetime opportunity as whoever purchases this business will be there for many years to come.

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Ready to Franchise Plumbing Business For Sale

This business has been meticulously set up by its current owner and is ready to make the next step into a franchise. A squeaky clean corporate image, highly recognisable name (TAPSMART) which is an excellent brand awareness tool and is complemented by its (1300 TAPSMART) number, a professional website (www.tapsmart.com.au) and many more marketing tools.

ALL BRANDING IS
TRADEMARKED.

All systems established and full training provided will make for a smooth transition.

The good news keeps coming with an existing customer base throughout the Inner Eastern suburbs, the potential for growth is immense.

Genuine purchasers are encouraged to enquire and find out more about this excellent business which is already poised to take the next step, all it needs is the right person to take it!

To discuss this business contact Ismar Muratovic on 0404 146 202.

**ASKING
PRICE
\$149,500**

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FLORIST Business For Sale

Fresh and modern is the concept for this spectacular florist, with emphasis on keeping designs current and trending to the future. This reputable business prides itself on delivering a professional service, using only the highest quality products and providing value for money for all clients.

The fantastic location in beautiful Port Melbourne allows great exposure from a constant stream of passing traffic. The majority of the business is dedicated to corporate clientele and has created an impressive list of corporate clients for you to develop and grow. The business has an affiliation with Petals and Teleflora, and offers online convenience with an impressive website boasting a secure online store with PayPal facilities for online purchases.

For the astute buyer this is an outstanding opportunity to own a highly reputable business with long lease terms of 3X3X3. With takings of \$4,000 per week and rental expense of \$2,192 per calendar month including GST, all genuine buyers are strongly encouraged to register their interest in this magnificent business by contacting Ali Kurtdereli on 0413 241 628.

ASKING PRICE \$79,000



Stunning Jewellery Business For Sale

This jewellery business presents itself as an excellent opportunity for an astute investor or motivated owner-operator to acquire a very well established and respected business.

Trading for 20 years and run under management this business generates a steady income of approximately \$10,000 per week with excellent profit margins..

With a brand new fit-out with no expense spared, this business is ready for you to take over and take it to new heights, poised for growth this is a great opportunity.

Unbeatable location, stunning fit-out, great product and high profits make this business a complete and very attractive package.

This business will not last long Genuine buyers and investors alike are strongly encouraged to register their interest by calling Peter Gerard on 0423 333 876 this business will not last so be quick.

ASKING PRICE \$400,000

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BUILDING MAINTENANCE & CARETAKING BUSINESS FOR SALE - URGENT SALE

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This successful CARETAKING business has been established for over 15 years, easy to run exceptional value at only \$35,000 (without equipment) \$59,000 with equipment which includes all near new plant and equipment, Hiace van, ride on mower and dual axle trailer.

The business provides lawn mowing, edging, gardening, weed control, back pack vacuuming, mopping marble, changing light globes, reporting needed trade work and doing extra handyman work at body corporate sets of units.

Solid contracts exist with body Corporate companies, and future opportunities to develop the business.

Servicing the inner east & eastern suburbs of Melbourne

Fantastic opportunity to expand and build the business to another level.

For further details contact Ismar Muratovic on 0404 146 202



**ASKING PRICE
\$35,000**

Busy Courier Run Franchise For Sale



**ASKING PRICE
\$30,000**

Offered for sale is an excellent opportunity for a first time business owner wanting to be their own boss! Working only 5 days per week with Saturdays optional, this courier run generates approximate income of \$900-\$1500 per week.

With the security of continual work provided by the franchise, this is a very secure business with territory covering a majority of Melbourne's Bayside suburbs.

Van is also optional but not included in the sale price. The price of the van is optional.

Serious buyers should contact Chris Panagiotidis on 0433 582 533

Electric Scooter/Bike Sales/ Service/Repair Business For Sale



**ASKING PRICE
\$350,000**

This business is well targeted at those who cannot or choose not to drive yet still desire independence without having to use public forms of transport. Specialising in the sale, service and repair of electric bikes and scooters, this business has cemented itself a reputation second-to-none in the industry.

Well situated with great exposure, this business in its 8 year establishment has become one of the market leaders in the area and generates impressive turn-over of approximately \$600,000 per annum with great net profits.

Rental of just \$2,800 per calendar month with a new lease to be assigned to the lucky buyer makes this business a complete package!

Trading for only 6 days per week gives you instant opportunity to boost takings simply by opening one more day per week and with no immediate competition in the area, this business awaits your inspection.

Genuine buyers are strongly encouraged to register their interest by calling Chris Panagiotidis on 0433 582 533

"Do not miss your opportunity - make an offer today"



**ASKING PRICE
\$60,000**

Having the stability of a secure industry and exclusive access to allocated territory gives you the opportunity to craft out financial security and personal freedom. Established for over 5 years, this reputable women's only gymnasium with exclusive territory throughout the eastern suburbs offers you the flexibility to relocate the business anywhere within this territory.

The business is currently semi-managed, allowing the owners the afforded luxury of flexible working hours and not working weekends.

Strong backing from a respected international company creates many marketing and growth benefits, allowing you to build on the current healthy takings of \$12,500 per calendar month. The rental outgoings are only \$3,400 per calendar month including all outgoings and GST. To take advantage of this fantastic opportunity, contact Ali today on 0413241628.

**ASKING PRICE
\$150,000**



Cartridge World

Cartridge World is Australia's market leading retailer of re-charge printer cartridges. Offering a cheaper alternative to replacing printer cartridges with the manufacturer's product, this business offers retail and business customers a cheaper alternative.

This particular franchise has been established for 9 years and during this time has built itself an outstanding reputation for excellent customer service, meaning it has a long and loyal client base.

Rent of just \$1,800 per calendar month and a strong lease of 5x5 makes this buy a sure thing and ensures peace of mind while in this business.

Genuine buyers and investors alike are strongly encouraged to register their interest by calling Peter Gerard on 0423 333 876 or Chris Panagiotidis on 0433 582 533.

Cartridge World is Australia's market leading retailer



**ASKING PRICE
\$50,000**

This busy little salon demands an experienced beautician who wants to be their own boss, work great hours, in a great area with a high-income demographic.

Trading only 5 days and generating approximately \$3,500 per week, the current owner enjoys excellent net profits due to minimising overheads!

Rent of just \$18,000 per annum makes this business a sure thing and ensures all of your hard earned money doesn't end up in your landlord's hands!

Add cheap rent, great location and a strong 5x5 year lease and you have an unbeatable business package perfectly suited to this type of buyer.

Serious enquiries only should contact Chris Panagiotidis on 0433 582 533.

Excellent owner/operator Beauty Salon Business For Sale

Fitness Centre For Sale

Long standing reputation, and in high demand this fitness business is unique in every way, operating totally under management makes this business an ideal investment.

This business has been established for more than twelve years under the same owner and has over 650 members many of which are pre-paid.

Has had an extensive up grade from bathroom change room facilities to a new café and shop fit out.

The café can easily be extended out to the general public by simply adding a wider variety of food lines to a massive passing trade as the position of this business would have to be in the most prime location in all of Melbourne.

The highly qualified team make management easy.

The business is under full management and doesn't require a skilled owner, this business trades on reputation.

The extraordinary high net profit of 35% based on a turnover of over \$1,350,000, and with enormous potential for increasing revenue by sourcing additional trainers.

- Great long term key staff, excellent systems and in house training
- Envious customer base including long term contracts
- Terrific migration opportunity (meets all criteria)
- Low overheads with a perpetual lease
- Immediate opportunity to expand
- Diverse opportunity as in offering nutritional products and advise etc
- 6 day a week business, can easily be extended to 7 days being in a high traffic location
- 12 year trading history
- Safe secure investment
- An Investment with enormous further growth potential

This business would ideally suit investors/ partners, or overseas investor wishing to enter the country through a business visa.

Genuine buyers are encouraged to register their interest by calling
Chris Panagiotidis on 0433 582 533

Fish & Chip Shop Business For Sale in Prime Location

If location is important then this is the business for you! Outstanding location in South Melbourne, this bustling fish and chip shop business for sale has been established for 30 years and has a well established reputation amongst the local community.

Currently generating a turnover of \$5,500 per week, the business is currently trading 6 days per week and employs 3 staff in addition to the owners.

Boasting rent of just \$3,100 per calendar month including GST and long lease terms of 5x5, this business is a fantastic opportunity for an astute investor or owner operator.

Genuine buyers are encouraged to register their interest in the opportunity by calling Chris on 0433 582 533



Wholesale and Online Children's Swimwear Business For Sale

This online children's clothing business was born from a foundation of fashion and fun and this is evident in the exceptional products that it produces.

The products offered by this business are Australian designed and made. Constructed from UPF 50+ chlorine resistant fabric, the products are 'kid ready' - colourfast and tough. The collection features matching co-ordinates in the seasons must have sorbet colours - rash tops, matching separates, boardshorts, bikinis, one-pieces, hats and swim nappies. For boys and girls aged 0 - 14 years.

Currently generating a turnover of approximately \$100,000 per annum, this business is run from home and has NO rent! Currently trading the hours that suit the current owners, this business is ideal for someone who needs to work flexible hours!

Since its establishment, this business has shown steady growth and now boasts 40 boutique accounts with an estimated wholesale revenue of \$95,000. With a recently launched online retail store, this business is poised for growth!

Genuine buyers are encouraged to register their interest in this excellent opportunity by calling Chris Panagiotidis on 0433 582 533

**ASKING
PRICE
\$30,000**

This business for sale specializes in a select range of high end shoes, catering to sophisticated and affluent clientele.

Currently located in a very busy shopping centre and taking approximately \$350,000 per annum with a secure lease of a solid 5 years and cheap rent of \$60,000 per annum excluding GST.

This is a attractive package looking for a astute purchaser to get into the retail market.

To arrange an inspection or to arrange a time to discuss this business please contact Peter Gerard on 0423 333 876 or Chris Panagiotidis on 0433 582 533.

Retail Shoe Shop Business For Sale

**ASKING PRICE
\$50,000**

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BUSINESS BROKERS

This business for sale has been established for over 20 years and is the closest business of it's type to the CBD and bayside suburbs, growing and supplying quality roses to various markets.

Boasting very reasonable rent of just \$2,566 per calendar month, which includes heating for the property - this means savings in the vicinity of \$7,000 per month throughout winter for hothouse heating alone!


The hothouse area is approximately 2200 square metres, with 64 rows and a capacity of up to 300 roses. Current production capacity is at 200 - 225 flowers per square metre per year, resulting in approximately 450,000 flowers or 900 bunches per week. However due to extenuating circumstances, the business is currently only producing 200 - 225 bunches of roses per week. The business has the capacity to triple it's production with the right buyer!

This business has all the systems in place and is calling for a motivated and ambitious individual who can return this business to it's former glorious self.

Genuine buyers are encouraged to register their interest by calling Ismar Muratovic now on 0404 146 202.

Rose Farm Business For Sale

**ASKING
PRICE
\$118,000,00**



**ASKING
PRICE
\$99,500**

Here is an opportunity for you to own one of the most recognisable brand of burger businesses, located in a very busy and well known street in one of Melbourne's affluent bayside suburbs.

Established for over 3 years, it is immaculately presented and fit-out with like-new equipment..

Able to cater for 60 patrons at any one time, this business boasts great turnover of approximately \$9,000 per week with rent of approximately \$5,600 per month and a very solid lease of 5x5x5 present a business package which is very hard to look by.

For more information or to arrange an inspection time contact Peter Gerard on 0423 333 876



**Busy Burger
Business
For Sale!**



Busy Hair Salon with Cheap Rent



**ASKING
PRICE
\$240,000**

This is an outstanding opportunity to acquire an immaculate hair salon in one of the Peninsula's most prestigious suburbs.

Having been established for 15 years, this has built itself an outstanding reputation and as a result has a long and loyal client base resulting in handsome weekly takings of \$12,000 per week. Add cheap rent of just \$1,485 per calendar month and you have yourself a cash machine!

Great income and low overheads, the ideal business!

This business is calling for a motivated individual who can continue to build on the outstanding foundations put in place by the current vendor.

Genuine buyers are encouraged to register their interest by calling Ismar Muratovic on 0404 146 202 or Chris Panagiotidis 0433 582 533.

Being offered is 2 store locations! Both in good demographic areas for this type of business and with a history over 40 years old, this beautiful retail and formal wear hire and Retail business has stamped its place as one of Australia's finest retail and formal wear businesses for mens and ladies.

With recent sales showing a steady increase, this one stop shop for all Mens and Ladies retail hire needs, is a genuine business with a proven history of success steady trading, despite having strong competition, this business has stood strong as one of the leaders in the industry.

With very attractive features, from an investors view point, such as double value on Stock, due to the nature of the stock, depreciating, in-turn resulting in high quantity of stock, at almost half price.

Along with this, this business boasts a full website and having affiliations to Major Television broadcasting networks, film studios and also supplying a majority of the Eastern Suburbs Debutante events, this business truly does present and attractive package.

The current owner is wishing to expand this business to one more store in the Western suburbs which would further increase sales and business exposure. They are also more than happy to stay on for as long as mutually required by the new owner to ensure a smooth transition.

Genuine buyers and astute investors alike are strongly encouraged to register their interest in this opportunity. To register your interest call Chris Panagiotidis on 0433 582 533

Retail Mens and Ladies Fashion Hire & Sales



**ASKING
PRICE
\$395,000**

ABSOLUT
BUSINESS BROKERS

SPECIALISTS NOT JUST SALES PEOPLE

www.absolutebb.com.au

Delightful Children's Store

This delightful children's wear store is up for sale for the first time since its establishment 4 years ago. Situated in a busy shopping plaza in the west, the shop is currently fully managed and operates 6 days per week. Turning over \$2,500 per week with a good net profit, this business would benefit substantially from an owner operator which would also allow more profit! Located in an area largely populated by young families, there is huge potential for growth by targeting the local population with some clever marketing and making your presence known. The simple implementation of a website would drive substantial growth alone!

The bright spacious shop offers a warm and enjoyable shopping experience, and a long lease of 5x5x5. Expand the range, introduce additional items, the choice is yours! Easy to run, enormous potential and the perfect opportunity to become your own boss! All the hard work has been done for you, Point Of Sale system in place and a beautiful array of stock in store. Call Petros on 0416 000 154 to inspect this excellent opportunity today!



Price On Application

WWW.RICQHOLMES.COM

Established for over 7 years "Carpet Court" arguably the most recognisable carpet store brand in Australia, this business trades with confidence and great buying power, which results in cheaper prices for many happy customers both commercial and private.

Currently generating turn-over of approximately \$1,100,000 per annum with a steady trading history it is owner-operated and has provided a great source of income and even better lifestyle for its current owner. Now its your turn to take over and continue reaping the benefits of owning this stunning business.

Trading only 5 1/2 days per week, this is one that should not be looked past as it is a genuine opportunity to obtain a great business with one of the most recognisable brands in Australia.

Chris Panagiotidis on 0433 582 533

CARPET COURT
FLOORING CENTRES

Become Part of "Carpet Court" Australia's Leading Floor Covering Specialists

This is a fantastic opportunity to obtain a very large area in which to generate clientele, boosted by the highly recognised, respected and nationally trusted franchise brand. Also with the opportunity to service all areas in Melbourne as well as nation-wide.

Servicing all the Outer Eastern suburbs of Melbourne, this is perfect for someone looking to be their own boss, work their own flexible hours and have the freedom to be as busy as you wish.

Genuine purchasers are strongly encouraged to enquire further by contacting Chris Panagiotidis on 0433 582 533.

JIMS FINANCE PROFESSIONALS

ASKING PRICE \$49,500

Situated at the bottom of a 20-storey apartment building, this cafe business boasts a complete commercial kitchen set-up with a liquor license till 11pm!

Established for 12 years, it is now time for you to take over and transform this business into a money machine. Loads and loads of potential exists here, especially with no direct competition in sight (hard to find in the CBD, especially for a cafe)

Trading only 5 1/2 days per week, and currently generating approximately \$5,000 per week this business demands inspection!

Genuine purchasers are strongly encouraged to register their interest by Chris Panagiotidis on 0433 582 533

ABSOLUT BUSINESS BROKERS

SPECIALISTS NOT JUST SALES PEOPLE

www.absolutbb.com.au

CBD Location Fully Licensed Cafe For Sale

Join one of Australia's Leading Video Store Franchises

Video Ezy has the proud distinction of being one of Australia's best-loved brands. As a household name for over two decades, Video Ezy has and always will strive for excellence in home entertainment, delivering to its members a service that is dynamic and innovative with a focus on quality and value for money.

Boasting over 375 stores nationwide, this is your chance to enter this excellent franchise located in one of Melbourne's quickest growing suburbs!

A strong lease of 5x5 and rent of \$4,500 per calendar month, full training and support as necessary provided from both Vendor and Franchisor makes this a complete business package.

Genuine purchasers are strongly encouraged to register their interest by calling Chris on 0433 582 533



3 TAXI LICENSES FOR SALE!

This is a one off opportunity to obtain not one but 3 Taxi Licences including a Maxi Bus license. You have the option to either work in the industry and maximise profits or simply lease use of the license at an excellent weekly amount.

It is very difficult to obtain these taxi licenses which gives you rights to the Mornington Peninsula and with over 200,000+ residents, the work is constant!

A genuine opportunity to purchase a unique business and with staggering growth predictions in the near future, this is the perfect time to buy as this business is constantly growing more and more valuable as each day passes.

Genuine purchaser are encouraged to contact Chris on 0433 582 533 to arrange a time to discuss this once in a lifetime opportunity or organise an inspection.

**ASKING
PRICE
\$1.1 Mill**

ABSOLUT
BUSINESS BROKERS

Stunning Mediterranean Restaurant in busy Chapel St Location.



The phrase "One of a kind" comes to mind when it comes to this magnificent restaurant centrally located in the heart of Chapel street. Offering its customers a truly unique experience of authentic Mediterranean food in a vibrant and lively atmosphere.

Established for nearly 10 years and has become a popular destination with the Mediterranean community, locals and tourists. Offered with a well designed website with a database of around 2,600.

Impressive turn-over of \$1,350,000 per annum (approx). Run under management. This is a one off opportunity for both astute investor and experienced owner-operator to continue this legacy. The current owner has created an ongoing lucrative income from this establishment.

Genuine purchasers and investors alike will not be disappointed. What is being offered here is a very strong business with a proven history.

Register interest by calling Chris Panagiotidis on 0433 582 533

**ASKING
PRICE
\$660,000**

ABSOLUT
BUSINESS BROKERS

ABSOLUT
BUSINESS BROKERS

Hair Salon FOR SALE

During the 20 years of operation, this hair and beauty salon has strived to set impeccable standards for customer satisfaction and dynamic styles. The opportunity to build and grow on the solid foundation already in place is limited only by your determination. Currently taking approximately \$2,500 per week, the potential to expand the business to accommodate nails, spray tanning, as well as increase the waxing and make-up side of the business will dramatically increase your revenue.

The building has a very reasonable rental cost given the great location and ample size of the premises itself, at over 85m² and 2 separate rooms to utilise for your expansion and growth, allowing individual space for waxing and spray tanning. Accessibility for clients will never be a problem, as there is ample parking available for customers as well as a nearby train station offering public transport.

If you understand the value of longevity and reputation in business then contact Ali immediately on 0413 241 628 to discuss the fantastic opportunity further.

Busy Adult Store Business For Sale

ABSOLUT
BUSINESS BROKERS



This business boasts a very large range of novelties. Also with private rooms this business has it all.

Currently generating approximately \$3,000 per week with handsome net profits, enjoying cheap rent of only around \$625 per week and a very solid lease of 4x4x4 this opportunity is looking for a motivated owner or investor to take it to the level these types of businesses can reach.

Call Peter Gerard on 0423 333 876 to arrange an inspection.

Immaculate Cafe Business For Sale

ABSOLUT
BUSINESS BROKERS

**ASKING
PRICE
\$100,000**

This beautifully presented cafe business for sale is in an ideal location, situated amongst medical suites and just minutes from major freeways.

Trading only 5 days per week, this business boasts takings of \$6,000 per week. Reasonable rent of \$3,700 per calendar month inclusive of GST and boasts a strong lease of 5x5, which gives added peace of mind.

This delightful cafe has the seating capacity for 50 patrons inside and 10 outside and boasts a private car park at the rear of the building and an abundance of street parking for customers. Genuine buyers are encouraged to register their interest for this wonderful opportunity by calling Chris Panagiotidis on 0433 582 533

Situated directly opposite a JB Hifi and Village cinemas in one of the Western suburb's busiest shopping centres, this indian restaurant established for 5 years has come to generate turn-over of \$10,000 per week.

Run partially under-management this presents an opportunity for a motivated owner operator to work in the business boosting turnover and net profits by minimising overheads, or someone looking for minimal work in a business with established systems and earn great money.

A genuine opportunity for the right candidate, experience is preferred as the shopping centre will screen candidates with some sort of experience.

Serious buyers and investors should contact Chris Panagiotidis on 0433 582 533 to find out more!

Busy Indian Restaurant in Busy Shopping Centre



ABSOLUT
BUSINESS BROKERS

Rare Coastal Business & Freehold For Sale

ABSOLUT
BUSINESS BROKERS

This well established business enjoys an idyllic location by the bay on the fringe of Western port, only 45 minutes from Melbourne's CBD. This unique business offers many services to the local area including; a licensed post office with 58 post office boxes, takeaway fish and chips with an outstanding reputation, DVD rental with approximately 450 titles, fishing bait and tackle, packaged liquor licence, wide range of general grocery items, large confectionary range with modern display, coffee with outdoor seating area, packaged ice, Supa-Gas gas bottle exchange and firewood. Currently turning over in excess of \$20,000 per week, this is still very much a growing business with many possibilities for further expansion and growth. The current owners are in the process of remodelling the layout of the store which will allow for an expanded area for liquor sales and a doubling of the size of the takeaway cooking area which will allow for the addition of an increased range in the takeaway menu. This could include adding pizzas which would more than double the current food sales with little extra staff outlay. Adding a commercial kitchen to the takeaway area alone would allow for an extended menu, which would in turn generate an enormous amount of additional income with little staff outlay. Additionally, the freehold is up for sale as well, so buy the building and the business and live rent free! The freehold includes shop floor space of 117m², storeroom space of 17m² and a 3 bedroom, 2 bathroom home, all on a 740m² secure block. The living quarters have been recently renovated and provide a very comfortable place to call home. This is an ideal investment opportunity for immigrants or a family looking for a sea change in this beautiful coastal village. Being the only store in town this business enjoys a very secure monopoly and will only show future growth as the area's population grows. This is a very rare opportunity, so call Chris Panagiotidis on 0433 582 533 to find out more today!



Stunning Restaurant/ Cafe Business For Sale

ABSOLUT
BUSINESS BROKERS

Idyllically situated at the base of the Yarra Valley, this business is a true testament to the owner's hard work and creativity. With only one owner required at any given time with the rest being staffed this is a great opportunity for a motivated husband and wife team looking to get away from the hustle and bustle of city life adding the bonus of being closed public holidays adds to the easier lifestyle. Trading 6 days and licensed till 11pm every night this business generates turn-over of approximately \$11,000 per week with handsome net profits, boasts rent of just \$700 per week and a strong 5x5x5x5 just completes this stunning package.

Genuine buyers are strongly encouraged to enquire further by calling Chris Panagiotidis on 0433 582 533 or Alki Manasis on 0412 578 947.



Busy Cafe/Grill Business For Sale

With a massive weekend breakfast trade this busy little cafe goes through approximately 6kg of coffee per week.. Ready to be taken to the next level, this business demands a motivated owner to take it there!

Currently generating approximately \$5,000 per week and established for over 6 years, this cafe/grill business is well located in the South-Eastern suburbs and trades for 7 days.

With plenty of foot traffic, continual business is almost a guarantee!

Serious buyers should contact
Chris Panagiotidis on 0433 582 533.

ABSOLUT
BUSINESS BROKERS





**Every single thing
that you do in your
business is related to
marketing**

Being in business can be completely fulfilling on every level, however for many the stress of the highs and lows, staff, cash flow, financial commitments, all takes a toll, and tends to reduce the amount of “fun”.

The best way to have “fun” and ensure that your business remains “fun” on a daily basis is to ensure that you focus all of your business activities on marketing.

Now, I can already see the surprised look on your face regarding my comment, “focus all of your business activities on marketing”. It is my belief that everything, every single thing that you do in your business is related to marketing. From the way the receptionist or “greetings liaison officer” answers the phone or welcomes people to your business is all marketing. The way you communicate, respond via email, and every touch people is all marketing.

Each and every single one of these elements is essential marketing where you, and your company, your brand, your products and services will be judged and a brand perception will be created. If your receptionist, or key salesperson is having a bad day and the way they respond to an enquiry is rude or abrasive, either intentionally or otherwise, this action has a flow on effect that will impact upon your bottom line. The growth in many market sectors, new competitors makes it even more important than ever to be

vigilant with regard to how you integrate a complete marketing mix.

Many business owners simply believe that an advertisement in the local newspaper, on radio, or on television, is all that needs to be done with regard to the company’s “marketing”. There have been many times over the years that I have heard, “if it ain’t broke, don’t fix it”. This is true in a number of instances, however it is not always the case. If your competitor is doing much more for your customers and at a lower price to the customer, then it is broke, and you do need to fix it.

There are so many market sectors that have been impacted by the changing technological advancements and the way that we use the internet and our mobile phones especially.

The internet is impacting dramatically on business where competitive prices on tangible products are easily sought out and then delivered to your door. The consumer now is increasingly net savvy and competitive pricing is essential.

The real “edge” however is superior service that goes above and beyond, and an integrated marketing strategy. An integrated marketing strategy simply means that everything – every single element – seamlessly complements each other so as to reaffirm the message that the company wishes to present.

I want to get back to the market sectors that are in my opinion under siege. I have chosen for the sake of this exercise the old Friday night tradition of a family pizza and a Video (VHS) or DVD from the local video store. The internet, and the ability to download the latest movie – together with Telstra’s push into this market with Big Pond Movies and T Box, in addition to the growth of Austar and Foxtel’s popularity, as well as new additional free-to-air channels have all chipped away at the small market share available.

ALL IS FAIR IN BUSINESS...

A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read ‘BEST DEALS.’

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading ‘LOWEST PRICES.’ The shopkeeper panicked, until he got an idea.

He put the biggest sign of all over his own shop. It read: ‘MAIN ENTRANCE’

Pizza and in fact all take away food choices have expanded dramatically. The consumer is faced with a plethora of choice. Who survives? The company that is vigilant about every single element of their marketing mix. New products and new product development is all marketing. Remember when McDonald's didn't sell fish or chicken? Remember when the Pizza choices were simply a Supreme, Pepperoni, and four or five others? NPD or New Product Development is an essential component of your marketing mix. I am very aware that it has been a tough year for business owners and many are looking for guidance as to how they can improve their business and make more money.

Every single market sector is different. There is no magic wand, nor is there a book or manual that can help develop marketing strategies that a business owner can utilise to increase sales that are a "one size fits all". So how does a business owner attract more customers and make sales, and what can a business owner do to increase profits? The answers obviously differ dependent on whether you operate a service business or manufacture products or manufacture and service. It is essential to remain visible, and top of mind to your target market and really

know and understand everything about your customer. If you haven't spent considerable years developing proven effective marketing strategies, be honest with yourself and engage a professional. Do the research. Find out who has a proven track record and has been there and done that and more importantly is prepared to provide references with regard to their claims. There are many ways that a great creative mind with experience can help small business owners grow their businesses to become large corporations. A good marketing strategist, brand and advertising professional can assist in helping you to generate and attract more traffic and increase sales. Marketing is an investment that should pay a dividend. If your investment is not paying a dividend, go back to the drawing and start with a fresh look at what you are doing and what you are not doing that perhaps your main competitor is doing.





5 "SECRET"

WAYS TO GROW YOUR PROFITS

One of the reasons it's so powerful is that it gets you out of the idea that only revenues and expenses can ever be manipulated to increase profits. Not only will you see more bottom-line growth than your competitors, you'll let others be stuck on the idea they have to "cut *their way*" on the expense side to boost profits.

so what is this "secret" formula?

It's called the "5 **Ways**" ... and it pinpoints the five key factors that drive profit and exist in every business – including yours.

What are they? simply:

1. **leads.** The total number of leads (those people who have contacted or who have been contacted by the business) – over the course of a year.
2. **conversion rate.** The percentage of people who actually buy. If 10 people walk through a store and three people buy, that store's conversion rate is three out of 10, or 30%, for that day.
3. **Average dollar sale.** This is the average dollar amount per sale – estimated over the course of a year. It's just an average, and can range from \$5 or \$10 (for a discount retailer) up to tens of thousands of dollars (for a car dealership).
4. **Average number of transactions.** This is the number of repeat purchases the average customer will make in a year. Again, this can be an estimate. In a retail setting, this will probably be larger than those companies that operate in a professional services industry.
5. **Profit margin.** This is the profit percentage of each and every sale. Simply put, if a business sells something for \$100, and profit was \$25, the profit margin is 25%.

So how does this all relate to top line revenue and bottom-line profit? Let's see. If we had a sample company, we can use the formula to multiply the factors we've just discussed:

Leads x Conversion Rate = Customers
Customers x Avg. Value/Dollar Sale x # of Transactions = Revenue

In this company, let's say we have either estimated or fully determined the following numbers:

4,000 x 25% = 1000 Customers

1000 x \$100 x 2 = \$200,000 Revenue

\$200,000 x 25% = \$50,000 Profit

This means the business converts one in four leads into paying customers, who average two purchases at \$100 per purchase each year and the company enjoys a 25% profit margin on revenues of \$200,000. It also means total profit for the year is \$50,000.

So what would happen if, over the course of the next year, we could increase results by just 10% in each of the five areas?

Let's do it, and see what happens:

4,400 x 27.5% = 1210 Customers

1210 x \$110 x 2.2 = \$292,820 Revenue

\$292,820 x 27.5% = \$80,525.50 Profit

Examine the numbers closely and the 10% increase is incremental. That means we can easily nudge them up that amount over months or even weeks. But the new bottom-line looks interesting, doesn't it?

Even though we've increased each factor just 10% (including revenue), we boosted bottom-line profit by 61% or a total of \$30,525.50.

What could you do with an extra \$30,000 in your business this year?

Think 10% is impressive? Do some math and see what the numbers look like if you increase 30%, 50% or even 100%. Work the formula and see for yourself. The "5 Ways" isn't a complicated numbers game, just a new way of looking at your business with factors that exist in every company.

So, work the numbers ... then brainstorm ways you could increase leads; get more repeat business; how much and how often they buy, and raise your profit margins – and you will be miles ahead of most owners successfully operating businesses today.

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to place an add in
the next issue!**

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**Small Business
Magazine**