

Private & Confidential

SUMMARY INFORMATION MEMORANDUM

Established Belgian Waffle Cafe

Version: BMB10567.1

BuyMyBiz Ref	BMB10567
Activities	Belgian Waffle Cafe
Location	South West England
Turnover	circa £60,000 p.a. (FY 17/18 Forecast)
Gross Profit	circa £36,000 p.a. (FY 17/18 Forecast)

Business ready for geographical rollout

Business Overview

BuyMyBiz is exclusively retained to find a purchaser for this established Belgian Waffle business and brand. Over the past 2 years, our client has established a reputable brand and has run a café serving authentic savoury and sweet Belgian waffles. The waffles are made from an in-house recipe using special Belgian flour and local ingredients, organic where possible. Gluten free waffles are also offered. Alongside the Belgian Waffles, the café also serves Belgian Chocolate and Biscuits, Ice Cream and a range of other products, as well as specialty tea and coffee. The typical customer spend is around £9 for a waffle and a coffee.

Authentic Belgian Waffle Brand

The business has an established and well-known reputation locally, and is located in a historic town with a high footfall of tourists and locals. The business offers a new owner the opportunity of rolling out a network of Franchises. The business owns the Full Intellectual Property Rights to its brand and on top of the franchise opportunity, the business is Scalable in other ways such as increasing marketing, extending the number of days it is open and its trading hours. These opportunities could significantly increase revenue.

Strong Brand with Excellent Reputation

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Reason for Sale

After running the business for the last 2 years, our client is planning to move back to Belgium. The current business and the future business opportunity will be best realised in the hands of a new entrepreneurial owner or larger business with the commitment, enthusiasm and resources to drive the business forward to the next level.

The Opportunity

Ideally we seek an acquirer with the requisite experience and resources to take this business to the next level. Consideration will also be given to buyers with strong market or client synergies looking for a 'bolt-on' business that can add value to existing operations.

- ✓ Established for 2+ years
- ✓ Historic Town Location with High Footfall
- ✓ Full Intellectual Property Rights
- ✓ Opportunity to Further Develop Business

- ✓ Excellent Business Goodwill and Reputation
- ✓ Niche Business in a Growing Market
- ✓ Scalable Business Model
- ✓ Opportunity to Rollout Franchises

Price

100% of the shares in this business are available to a suitable buyer. The vendors will be prepared to remain involved with the business for a pre-agreed hand-over period to enable the new owners to settle in.

Offers are invited for 100% of the shares

(Offer & sale to be based on a cash free / debt free basis)

The Next Steps

On completion of our [non-disclosure agreement](#), qualified parties will receive further information on this business. We recommend a meeting with the vendors at the earliest opportunity to avoid disappointment.

Please direct all enquiries to:

sales@buymybiz.co.uk

Tel: 0330 133 2021

WE CAN ARRANGE PURCHASE FUNDING - OPTIONS AVAILABLE TO QUALIFYING BUYERS

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