

Business Overview Memo

BUSINESS FOR SALE - PROJECT ZZZ

Business Opportunity	<p>On behalf of the Company, pending the appointment of a Liquidator, an opportunity exists to purchase the business and assets, by way of a sale of assets only, of the leading UK national sleep disorder association, The British Snoring & Sleep Apnoea Association (Established 1991) which, until very recently, traded from premises in Surrey.</p> <p>The organisation is currently loss-making but has great potential as a bolt-on addition to a competitor.</p> <p>All interested parties are requested to specifically deal and formally register their interest with Paddy Gastrell at SIA Group, who are acting as agents on behalf of the Company.</p>		
Business Overview	<p>This well-respected 'not-for-profit' organisation has recently ceased to trade and its websites and online shops mothballed.</p> <p>The focus of the business is to help snorers and their bed partners to end the nights of disturbed and lost sleep, to end the bad feelings that often develop and to help them return again to peaceful nights together.</p> <p>The aims of the association are to promote public awareness that snoring and sleep apnoea are generally treatable complaints and that help is available.</p> <p>The association is accredited under the Department of Health's Information Standard, which recognizes trustworthy producers of health and social care information and has extensive web presence through its own website and those of other intermediaries, such as NHS Trusts.</p> <p>The business has a number of websites with online shops and a stock of anti-snoring products that have all undergone robust clinical trials and have been proven effective for the purpose for which they were designed.</p> <p>There are no business premises and no staff.</p> <p>The business is well established and has an excellent reputation. It is PCI, DSS and GDPR compliant.</p>		
Performance	<p>Year Ended 30/06/2014 T/O £732,678 Loss: £41,565</p> <p>Year Ended 30/06/2015 T/O £866,060 Profit: £23,471</p> <p>Year Ended 30/06/2016 T/O £882,251 Loss: £1,899</p> <p>Mgmt Acc's Year Ended 30/06/2017 T/O £797,500 Loss: £12,262</p> <p>Mgmt Acc's Year ended 30/06/18 T/O £745,117 Loss: £14,587</p>	Assets	Trade Marks & Product Chemical Formulae for: <p>Rhynil (trade mark & 3 chemical formula)</p> <p>Snore Calm (trade mark)</p> <p>National Stop Snoring Week (trade mark)</p> Websites & Content: <p>www.britishsnoring.co.uk</p> <p>www.interneti.co.uk</p> <p>www.bruxism.org.uk</p>
Assets Available for Sale	<ul style="list-style-type: none"> Order Book (some outstanding web orders) Stock Product chemical formulations 		<ul style="list-style-type: none"> Domain names & websites content Ongoing business and trade Trade marks Customer database
Further Information	<p>Requests for further information to carry out due diligence should be addressed to Paddy Gastrell of SIA Group who are acting as agents on behalf of the Company. Contact details have been provided below.</p> <p>Please note that further information in relation to the Company trading operations, staff or finances will only be provided should interested parties execute a confidentiality agreement a copy of which will be provided.</p>		

For further information contact:

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