

Opportunity : A French Company is for sale in the Cosmetics market

Code name : Venus

1 – Main features :

- sales : 4 million € (of which : export 3, France 1 – pharmacies, beauty shops and Spas).
- EBIT : 10%
- established since 1972,
- product line :
A complete range of facial and body cosmetics, based on original, efficient and natural active ingredients. Proprietary formulations developed by the owners-founders.
- brand owned by the company, high awareness among professionals due to the efficacy of the formulations.
- personnel : 15 (5 in sales, 5 in admin, 5 in R&D)
- facilities :
 - 1, head office and Spa showroom : in the middle of Paris in an elegant and prestigious international central area.
 - 2, R&D, production and administrative facilities with warehouse and offices in a Paris suburb.

2 – The opportunity :

- the owners sell because of retirement.
- this company can easily be developed :
 - in France : the line of products is being introduced right now in the pharmaceutical channel (150 outlets to-day out of the 5000 key outlets holding that type of products) because of the efficacy and the claims (consumer benefits) attached to the products.
 - in France through external growth : the company has to be considered as a platform which can absorb at least twice its sales without major enlargement.
 - on the export markets : the present success, especially in Asia and Japon is the basis for further development all over the world, in the wake of the “French cosmetic flair” especially in Europe, Russia, Middle East, Canada (established there for years now), and the USA.

Date : 2010 July

Jean Saint-Cricq
JSC Consultant
M&A and Asset Management
Mob : 00 33 (0) 6 07 98 09 29
Mail : jean.saint-cricq@wanadoo.fr