

AN EXCLUSIVITY OF JSC Consultants.

Opportunity : A UE based Company operating in France is for sale in the Dietary Supplements market.

Code Name : ALOE.

1 – Main features :

- actual 2009 sales : 15 M€, nicely balanced between pharmacies and health food stores.
- budget 2010 : 19 M€ sales.
- EBIT : 10% on sales.
- established in the eighties.
- product line :

A comprehensive range covering all the traditional segments but the slimness one, based on original, efficient and naturally active non GMO ingredients, including some organics. Proprietary formulations developed by the owners-founders.

- high awareness of the brands among professionals due to the efficacy of the formulations.
- personnel : 90 (35 in sales, 8 in marketing, 15 in logistics...)
- facilities :
 1. head office with R&D and own warehouse 2,5 hours from Paris, in a prestigious international area,
 2. business-friendly legal, fiscal and social environment,
 3. production totally sub-contracted.

2 – The opportunity :

- the owners-founders sell because of retirement.
- this company is developing and can be further developed :
 - In France : the company, which ranks among the top actors in the Health Food Stores, has decided to move into pharmacies 4 years ago and has achieved a significant position in this channel. However its potential is far from being saturated.
 - In France through external growth : it is a platform which can absorb at least twice its sales without major enlargement of overheads.
 - Up to now, the export markets have not been seriously considered.

Date : Fall 2010.
