



Executive Summary

Located in Middle Tennessee, Client 778 operates as a salon, providing customers services in the fields of hair services, hair products, top-notch skincare, waxing, massage and nail services. Their highly trained stylists work closely with customers to implement a look that is absolutely unique to the customer.

Having retained a strong, loyal customer base, the company provides a full lineup of salon and beauty services. Due to consistency in excellent service, the company currently has a customer base comprised of 90% established regular customers and 10% walk-ins.

The top fifty companies in the salon industry hold 15% of the market share leaving the remaining 85% to the locally owned and trusted salons. This market is built on excellent service and relationships with employees. This salon is located in one of the wealthiest towns in the U.S. with a median income of \$157,101. The salon has the opportunity to thrive and continue being profitable.

The company's owner has elected to sell the business and retire, after 30 years. The business is being offered for sale on an exclusive basis by CAPSTONE Business Advisors, LLC.

Summary Financial Performance

	2014	2015	2016	2017
Revenue	\$ 1,334,420	\$ 1,272,548	\$ 1,461,485	\$ 1,468,786
Gross Profit	\$ 1,245,129	\$ 1,164,745	\$ 1,351,645	\$ 1,368,234
Gross Margin	93.31%	91.53%	92.48%	93.15%

Opportunity

Being an established performer in the industry, simple moves of intentional marketing and maximizing capacity can be the first steps to capitalizing higher returns. Below are additional factors that make for a compelling acquisition opportunity:

- History of stable margins and strong cash flow,
- Established reputation for providing top quality service,
- Experienced tenured team of salon specialists,
- Ability to recognize capabilities in understanding and using the newest styling techniques, and
- Expansion by adding new locations and increasing team member staff.