



PROPOSAL KIT SAMPLE

Sale of Business and Assets Sample Proposal

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To Whom It May Concern,

We wish to announce that our successful and well-known business—Celestino Ceramics— is now available for purchase.

If you've ever wanted to move to the beautiful island of Oahu in Hawaii; if you've ever wanted to go into the fine art business and sell your products to appreciative customers around the world, this is your chance.

We've done all the hard work for you—Celestino Ceramics is well established and connected and owns trademarks, patents, and copyrights that will protect its profitability for the future.

We hate to say goodbye to this incredible business venture, but the time has come for us to retire and pass the torch to a more energetic entrepreneurial team.

You should find all the basic information you need to know about Celestino Ceramics within this package. Serious prospective buyers may contact us for copies of tax returns, assessments, and evaluations, as well as to view our real properties and all assets for sale.

Sincerely,

Mariah Celestino
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PROPOSAL

SALE OF BUSINESS ASSETS AND INTELLECTUAL PROPERTY

Prepared for: Prospective Buyers

Prepared by: Mariah Celestino
CEO



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PRESENT SITUATION

Celestino Ceramics is a thriving business, located just outside of Aiea, HI, in the prime tourist locale of Aiea. We design, produce and sell fine ceramics, artwork, and jewelry. Our products are sold around the world, and we've patented two special glazes and copyrighted multiple designs that make our products unique. Sales of our products average \$375-\$450K per year.

We also teach ceramics to dozens of local students each year in our studio. Lessons and sales of materials and kiln services to students brings us another \$17K-\$25K each year.

Mariah Celestino founded the business in 1985 and has successfully run it as a family enterprise since then. It's been a wonderful and profitable experience. But now Mariah and her husband Neal Ashland are ready to retire, board their 37-foot sailboat and cruise the Pacific.

So Celestino Ceramics, with all its assets and valuable brands and trademarks, is up for sale. The business has always been a money-maker. Real estate, equipment and inventory is valued at close to \$2 million dollars. The intellectual property—brands, copyrights, trademarks, patents—will bring revenue far into the future. The Celestino/Ashland family has intentionally kept the business small, but Celestino Ceramics has the potential to expand its lines and its market whenever the owner chooses to do so.

Thus we are asking a price of approximately \$2.75 million dollars for Celestino Ceramics. Due to our constantly fluctuating inventory of products and supplies, the exact price will be determined at the time of sale.





Following is a list of major assets owned by Celestino Ceramics.

REAL PROPERTY

DESCRIPTION	CURRENT VALUE
1321 Seaside Court, Aiea, HI – Our retail outlet store	\$670,900
1323 Seaside Court, Aiea, HI – Our studio and production facilities	\$895,500
TOTAL:	\$1,566,400

EQUIPMENT

DESCRIPTION	CURRENT VALUE
One Mekelsen 11' Front-loading commercial ceramics kiln	\$7,150
One Mekelsen 7.5' Front-loading commercial ceramics kiln	\$5,750
Two Takin top-loading ceramics kilns (for student use)	\$5,800
Custom-made counters, shelves, racks, and cabinets	\$62,500
Four SKR electric pottery wheels	\$3,198
Three SKR electric pottery wheels	\$2,130
One wheelchair-accessible SKR electric pottery wheel	\$895
TuffStuff 8000-lb Forklift	\$10,750
H657 Poly Strapping Machine	\$725
TOTAL:	\$98,898

INVENTORY

Dinnerware, vases, artwork, jewelry, shipping materials, ceramic manufacturing and glazing materials, office materials, furniture, and equipment—as our inventory is currently changing, this value is to be determined at the time of sale.



WEBSITES/URLS

Celestino Ceramics has reserved the following URLs for our business:

www.CelestinoCeramics.com – This is our principal website with product and service offerings and secure internet ordering and credit card processing capabilities. Other URLs listed below are redirected to this website.

- * www.celestinoceramics.net
- * www.celestinoceramics.us
- * www.celestinoceramics.info
- * www.celestinosophisticate.com
- * www.celestinosunsetware.com
- * www.celestinosunriseware.com
- * www.aieaart.com
- * www.aieaaurora.com
- * www.aieaceramics.com

CUSTOMER LISTS

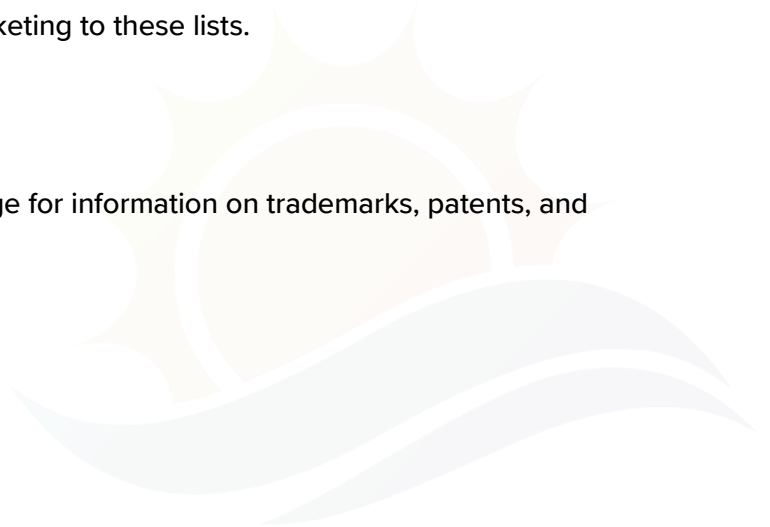
We maintain a list of over 12,000 clients who have purchased our products. Over the years, many of these customers have purchased replacement pieces for dinnerware sets, and many have purchased additional new items as well. In addition, we have a list of more than 30,000 prospective buyers, selected by their records of purchasing home décor or jewelry items over the internet.

We also maintain a list of over 400 students who have taken our classes. Many of these students (or their friends or family members) sign up for additional classes, and many have purchased our products as well.

We do both email and direct mail marketing to these lists.

INTELLECTUAL PROPERTY

See separate Intellectual Property page for information on trademarks, patents, and copyrights.





INTELLECTUAL PROPERTY

Over the last 25 years, Celestino Ceramics has developed, registered, and protected the following intellectual property rights. These intellectual property rights distinguish Celestino Ceramics wares from competitors and protect against cheap copies of our products, and are thus valuable components of this business for sale.

REGISTERED TRADEMARKS

- * Celestino Ceramics logo
- * Celestino SunRise line of dinnerware
- * Celestino SunSet line of dinnerware
- * Celestino Sophisticate line of jewelry
- * Aiea Aurora line of ceramic and glass art pieces

PATENTS

- * Manufacturing process and ingredients for the Celestino Violet Night glaze
- * Manufacturing process and ingredients for the Celestino Aquamar glaze

COPYRIGHTS

- * Design for the Celestino SunRise line of dinnerware
- * Design for the Celestino SunSet line of dinnerware
- * All designs for the Celestino Sophisticate line of jewelry
- * All designs for the Aiea Aurora line of ceramic and glass art pieces
- * Celestino Ceramics calendars and catalogs



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- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
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