Sale of Business and Assets Sample Proposal

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November 13, 20XX

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
CEO
Celestino Ceramics
555-555-2156
ceo@CelestinoCeramics.com
www.CelestinoCeramics.com
Sale of Business Assets and Intellectual Property

Prepared for: Prospective Buyers
Prepared by: Mariah Celestino
CEO

DESCRIPTION

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.

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# Table of Contents

Present Situation ................................................................. 2  
Assets ....................................................................................... 3  
Intellectual Property ............................................................... 5  
Partnerships ........................................................................... 6  
Letters of Support .................................................................... 8  
Company History .................................................................... 11
Celestino Ceramics is a thriving business, located just outside of Honolulu, Hawaii, 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 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:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Current Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1321 Seaside Court, Aiea, HI – Our retail outlet store</td>
<td>$670,900.00</td>
</tr>
<tr>
<td>1323 Seaside Court, Aiea, HI – Our studio and production facilities</td>
<td>$895,500.00</td>
</tr>
<tr>
<td></td>
<td>$1,566,400.00</td>
</tr>
</tbody>
</table>

**EQUIPMENT:**

<table>
<thead>
<tr>
<th>Description (Year Purchased)</th>
<th>Current Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Mekelsen 11’ Front-loading commercial ceramics kiln</td>
<td>$7,150.00</td>
</tr>
<tr>
<td>One Mekelsen 7.5’ Front-loading commercial ceramics kiln</td>
<td>$5,750.00</td>
</tr>
<tr>
<td>Two Takin top-loading ceramics kilns (for student use)</td>
<td>$5,800.00</td>
</tr>
<tr>
<td>Custom-made counters, shelves, racks, and cabinets in studio and outlet store</td>
<td>$62,500.00</td>
</tr>
<tr>
<td>Four SKR electric pottery wheels</td>
<td>$3198.00</td>
</tr>
<tr>
<td>Three SKR electric pottery wheels</td>
<td>$2130.00</td>
</tr>
<tr>
<td>One wheelchair-accessible SKR electric pottery wheel</td>
<td>$895.00</td>
</tr>
<tr>
<td>TuffStuff 8000-lb Forklift</td>
<td>$10,750.00</td>
</tr>
<tr>
<td>H657 Poly Strapping Machine</td>
<td>$725.00</td>
</tr>
<tr>
<td></td>
<td>$98,898.00</td>
</tr>
</tbody>
</table>

**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.
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