



# SAINT LOUIS GROUP BUSINESS BROKERS

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MEMBER INTERNATIONAL BUSINESS BROKERS ASSOCIATION

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SAINTLOUISGROUP.COM

**Listing ID:** 2955PR

**Type of Business:**

The American Expedition is an internet retail business which maintains over 5000 SKU's of branded and non branded outdoor themed gifts and decor items.

**Location:**

Metro St. Louis

**Broker Summary:**

The American Expedition is a consumer brand established 16 years ago. The American Expedition On-Line Store specializes in Outdoor Gifts & Wildlife Themed products. The Domain name has been in existence for 16 years. The site has over 15,000 unique visitors per month, 10,000 social media followers and 8000 email subscribers. Automatic email marketing processes are in place and running The website is a comprehensive e-commerce site with top tier positioning with all major search engines and has a 4.7 star rating on Facebook. Amazon integrated seller as well as direct sales from website. This is a perfect addition to an existing related internet business or as a stand alone enterprise. American Expedition success is the result of providing an attractive product mix to its customers.

This is a perfect match for a buyer with internet website retail social media marketing knowledge. Inventory purchasing and management experience is essential.

For more information, please call Peter Rook at 636-675-2103 or our office at 314-842-3802 and ask about ID#2955PR.

**Sales:**

	2016	2017	2018
<b>Gross Sales</b>	\$302,177	\$379,588	\$343,338
<b>Seller Discretionary Earnings</b>	\$42,235	\$65,480	\$63,266

**Operations & Staffing:**

Hours of Operation: website 24 hours

Owner's Hours: 40

Employees: 0 Full Time, 2 Part Time

**Building:**

N/A

**Owner Training:**

yes

**Inventory:**

Is valued at cost, at approximately \$120,000

**Fixtures, Furniture & Equipment:**

Is valued by owner at fair market value, at approximately \$150,000

**Price:** \$299,000 plus inventory

THE INFORMATION HEREIN IS DEEMED RELIABLE BUT IS NOT GUARANTEED BY BROKER. BUSINESS IS OFFERED AS AN ASSET PURCHASE. IT WILL BE DELIVERED FREE AND CLEAR OF ALL DEBT. SELLER TO RETAIN RECEIVABLES. ALL OFFERS TO BE ON BROKER'S CONTRACT. CLOSING TO TAKE PLACE AT ESCROW AGENT'S OFFICE.