

# Confidential Business Review

## Joe Smith's City Café

**Price: \$375,000**  
plus Inventory (estimated at \$50,000)

**Business Broker:** Mr. John Doe CBB, CBI, M&AMI  
SW 2nd Street, Miami, FL 33130  
C. +1 (555) 555-1234 | P. +1 (555) 555-4321  
[john@tworld.com](mailto:john@tworld.com) | [www.tworld.com](http://www.tworld.com)



This Confidential Business Review is provided to prospective Buyers subject to the terms and conditions of the Disclaimers and Notices contained herein. This document has been prepared by the Marketing Department of Transworld Business Advisors under the supervision of the Brokerage Principal, Mr. Andy Cagnetta. CONFIDENTIAL AND COMMERCIALY SENSITIVE.



“THE SECRET TO  
**SUCCESS**  
IS HAVING THE  
**COURAGE**  
TO EMBRACE  
**OPPORTUNITY”**





# Disclaimers & Notices

## GENERAL DISCLAIMER

The statements and financial information related to the subject business set forth in this Confidential Business Review are based solely on information supplied by the Seller(s) of the business to Transworld Business Advisors - and Transworld Business Advisors, its directors, contractors and employees hold no belief as to the accuracy or otherwise of such information supplied.

The statements and financial information are passed on by Transworld Business Advisors via this Confidential Business Review on behalf of the Seller for whom Transworld Business Advisors acts solely as an agent.

Accordingly, Transworld Business Advisors, its directors, contractors and employees do not and cannot warrant or guarantee the accuracy of such statements and financial information relating to the business, and they accept no responsibility in any way whatsoever in respect to any errors or omissions in respect of such statements and financial information howsoever caused. Transworld Business Advisors strongly recommends that any prospective Buyers of the business seek their own independent legal, accounting, technical and financial advice and make their own enquiries and conduct their own due diligence of the business.

Each and every opinion or recommendation that Transworld Business Advisors has set forth in this profile is held by Transworld Business Advisors, its directors, contractors and employees in good faith and on the basis the information supplied by the Seller(s) of this business is accurate at the time of writing this Confidential Business Review, and each and every opinion and recommendation set forth in this profile is held, made or stated on the following conditions:

Transworld Business Advisors makes no invitations to any person to rely on any such opinion or recommendation.

Transworld Business Advisors accepts no responsibility on any person should Transworld Business Advisors, its directors, contractors or employees become aware of any change to/or accuracy in the information supplied by the Seller on which the opinion or recommendation is based.

Transworld Business Advisors shall not be under any liability for loss or damage howsoever occasioned as a result of any reliance by any person any such opinion or recommendation, whether or not such loss or damage was due to any negligence, default, or lack of care by Transworld Business Advisors, its directors, contractors or employees.

## FINANCIAL DISCLAIMER

The Financial Information contained herein and in the document "Profit & Loss Analysis" has been reproduced using information provided to Transworld Business Advisors by the Seller(s). Transworld Business Advisors has not verified the accuracy of these records and therefore cannot and do not make any representation as to their accuracy. The Buyer(s) and/or their accountant/financial advisers should make their own enquiries.

In the event that a Buyer is told or otherwise led to believe by any parties that the takings in the business exceed those records lodged with the IRS, Transworld Business Advisors expressly dissociate ourselves with any such representation and would strongly suggest that the Buyer and/or their accountant or financial advisers disregard any such representation and have regard only to the records disclosed to the Internal Revenue Service- subject to our previous warning that we cannot and do not vouch for them.

Add-Back Adjustments presented in this Confidential Business Review are estimations only and are neither comprehensive nor complete - further investigation on these is necessary.

These numbers should serve as a guide only during the Enquiry Process and should not be used in the Due Diligence process - rather, the Financial Statements produced by their Accountants should, in conjunction with:

- Company Tax Returns;
- IRS Portals;
- Invoices and Receipts and;
- Any other supporting documentation that the Buyer and/or their accountants or financial advisers deem appropriate and relevant.

All financial figures and Information have been provided in good faith, and while it is our belief these are true & accurate, it is the responsibility of any Potential Buyer to verify all information provided with the assistance of a qualified professional. The Agency strongly recommends all Potential Buyers take this course of action.

## NON-DISCLOSURE AGREEMENT

In consideration of the Seller providing to Transworld Business Advisors, this Confidential Business Review containing financial and any other information relating to the business, ("Confidential Information") to the Recipient, the Recipient acknowledges the Confidentiality of the Information and the potential damage to the Seller and the business of a breach of confidentiality and undertakes:

I. To treat the information contained herein as private & confidential;

II. To use the Confidential Information solely for the purpose of evaluating the opportunity to purchase the business from the Seller, and for no other purpose;

III. Not to use or allow the use of the Confidential Information to be used to gain any advantage over the Recipient or any other party;

IV. Not to allow the use of the Confidential Information to disadvantage the Seller or the business;

V. Not to disclose the Confidential Information other than to professional advisors, directors or employees of the Recipient who have agreed to be bound by this Confidentiality Agreement, and who undertake to maintain strict security over the Confidential Information, and where the Recipient is acting on behalf of its client, the client also agrees to be bound by this Confidential Agreement;

VI. To return all Confidential Agreement and related notes or copies thereof upon request by the Seller or Transworld Business Advisors;

VII. Not to communicate directly or indirectly the Recipient's interest in the business offered by the Seller with customers, suppliers or employees of the business or the Seller;

VIII. Not to disclose to any party (other than those mentioned above), that discussions have been held in relation to the Seller, the business or the opportunity to purchase the business;

The Recipient makes this undertaking in favour of Transworld Business Advisors and the Seller, and both parties undertake to keep the Recipient's interests confidential.

In the event that the Recipient eventually purchases the said business, whether as an individual, company or partnership privately, through another agent or any other source, the Recipient undertakes to compensate Transworld Business Advisors for any damages and/or loss of commission.

The Confidential Business Review and other information is provided by Transworld Business Advisors on the instructions of the Seller(s) of this business and has been prepared from information supplied by the Seller(s) and their Accountants. The Recipient acknowledges that this information is further provided on the basis that the contents are accurate and correct. However, Transworld Business Advisors and its management and officers disclaim any express or implied warranty thereto.

**Acceptance of the Confidential Business Review constitutes acceptance of all of the above terms and conditions.**

# About Our Agency

**Transworld Business Advisors is the world leader in the marketing and sales of businesses, mergers and acquisitions, and franchises. Whether you represent an acquisition-minded corporation or are personally interested in owning your own company or new franchise. Transworld Business Advisors offers the professional services that successfully bring buyers and seller together.**

Established in 1979, Transworld Business Advisors was originally founded in South Florida by Don (a 30 year IBM executive) and his wife Bonnie Parrish. It quickly grew to the largest business brokerage in the U.S.

Although the company was thriving, CEO Andrew Cagnetta envisioned even more growth. It wasn't long before United Franchise Group CEO Ray Titus and Cagnetta teamed up to form a partnership and offer Transworld Business Advisors as a franchise.

With over 30 years in franchising, Ray provided the leadership under United Franchise Group, which is home to award winning franchises such as Signarama, Fully Promoted (formally EmbroidMe), Experimac, SuperGreen Solutions, VentureX, and Jon Smith Subs. Andy provided the business brokerage industry experience. Their symbiotic relationship helped grow the Transworld franchise into more than 220 franchisees around the world.

Transworld Business Advisors is headquartered in West Palm Beach, Florida. Our state of the art training facility has helped thousands of entrepreneurs achieve their dream of business ownership.







# Welcome Message

Dear Prospective Buyer,

My name is John Doe and I am your Business Broker.

On behalf of the whole team at Transworld Business Advisors, I am pleased to present you with a truly outstanding acquisition opportunity in Miami's blooming Retail Industry: "White Rose Florist".

This is a well-established business that has consistently driven strong financial returns to its owner while allowing for a comfortable work-life balance. It is now being offered for sale as the owner is looking to semi-retire.

We have prepared this Confidential Summary Booklet with the goal of providing the reader with a good general overview of what is on offer.

While this document will not explore every detail of the business sale, it is our hope that it will provide the reader with sufficient information so he/she can decide whether or not to progress on to the next stage of this process, which would be a visit to the business and an informal meeting with the Owner.

I hope you enjoy reading this document and I look forward to hearing from you.

Sincerely,

**John Doe**  
**Business Broker**



**JOHN DOE**

CBB, CBI, M&AMI

**BUSINESS BROKER**

Nestled in the heart of Miami, Joe Smith's City Café offers an unparalleled experience with its artisanal coffee and delectable pastries, all crafted from locally sourced ingredients. The vibrant ambiance, coupled with the friendly staff, makes it the perfect spot to unwind and savor the best flavors Miami has to offer.



# Executive Summary



## BUSINESS NAME

Joe Smith's  
City Café



## ENTITY DETAILS

JS Hospitality LLC  
(S-Corp)



## ADDRESS

31 W Flagler St  
Miami, FL 33144  
USA



## TRADING HOURS

Mon-Fri 06.00am-  
04.30pm, No Weekends



## INDUSTRY

Food & Beverage



## HISTORY

Opened in July 2012  
by present owners



## CAPACITY

120 Seats Inside -  
No Outside Seats



## LEASE

1 + 3 + 3 + 3



## RENT

\$102,318 Per Annum  
(2023)



## WEBSITE

[www.joesmithscitycafe.com](http://www.joesmithscitycafe.com)



## STAFFING

1 FT Working-Owner, 4 FT  
Staff and 4 PT Staff



## REASON FOR SALE

Owner is pursuing  
other business  
interests



## SPECIAL LICENSES

ABC Type-41



## FINANCIALS (FY 2023)

\$1,125,230



## ASKING PRICE

\$475,000 plus  
inventory  
(est at \$108,000)

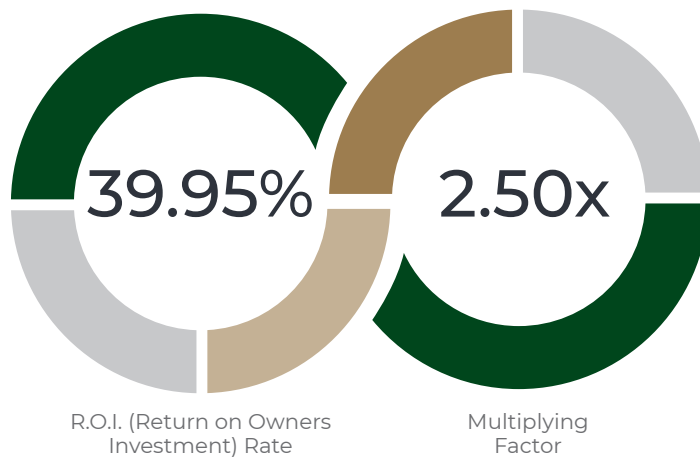


# Financial Summary

## INVESTMENT REQUIRED

**The acquisition of Joe Smith's City Café has been priced at \$475,000.**

This price does not include Inventory, the value of which is estimated at \$10,000 but it includes FF&E (Furniture, Fixtures & Equipment), the value of which is estimated at \$108,000.



BASED ON S.D.E. OF \$189,772 FOR F.Y. 2023

	FY 2023	FY 2022	FY 2021
<b>Sales</b>	\$1,125,230	\$1,099,100	\$956,999
<b>Gross Profit</b>	\$770,782	\$776,135	\$646,995
<b>Net Earnings</b>	\$105,253	\$143,882	\$46,251
<b>SDE</b>	\$189,772	\$171,547	\$131,895



# Key Considerations

1

Joe Smith's City Café is a well established business, trading since July 2012 (10 years), under the same ownership.

2

Joe Smith's City Café is a business positioned in one of the most prestigious corners in downtown Miami.

3

Joe Smith's City Café has managed to build a strong brand identity, coupled with a loyal clientele following.

4

Joe Smith's City Café is fully staffed and does not depend on the owner to function, although the owner helps out during busier periods.

5

Joe Smith's City Café is fully furnished, fully equipped and has a memorable decor, requiring little to no additional capital investment from a new owner.

6

Joe Smith's City Café is a financially successful business that demonstrated nearly \$200,000 in Seller's Discretionary Earnings in the last Financial Year (2023).

7

Joe Smith's City Café trades only 5 days per week – either allowing a new owner to maintain it as such or to utilize weekend and/or weekday evenings to explore functions, events and/or corporate catering. Moreover, the business is presently not working with any of the delivery partners such as UberEats.





# Business Profile



**Transworld Business Advisors is thrilled to introduce you to “Joe Smith’s City Café”. Situated in the heart of Miami, this stunning coffee shop opened its doors in 2012 with the idea of dazzling its customers with exceptional food, a jaw-dropping decor and, of course, the kind of coffee that could not be faulted even by the most demanding of Miami hipsters!**

The clientele of this business is a true array – from business people that work on the very same building to tourists and passers-by who are shopping or simply strolling through downtown Miami. The coffee shop has taken advantage of the development in the area by offering a truly remarkable ambiance and cuisine.

Described by one critic as “a creative oasis with a vibrant and colorful atmosphere”, the coffee shop is licensed for 120 seats (inside only) and sells an average of 176 pounds of coffee per week.

Offering both dine-in and take-away options, Joe Smith’s City Café trades only Monday to Friday, opening its doors at 06.00am and closing them at 04.30pm. Presently, the coffee shop is not offering corporate catering nor is it engaged with any delivery service such as Uber Eats, presenting great potential for further sales to a savvy new owner.

“

**Joe Smith’s  
City Café has  
grown into a local  
SENSATION!**



# House of Operation

Days	Trading Times
Monday	6:00am - 4:30pm
Tuesday	6:00am - 4:30pm
Wednesday	6:00am - 4:30pm
Thursday	6:00am - 4:30pm
Friday	6:00am - 4:30pm
Saturday	Closed
Sunday	Closed

- The business is closed on all federal public holidays.
- The business closes for two weeks at the end of the year - between Christmas and New Year.





A person wearing a white chef's hat is visible in the background, working behind a counter. The scene is dimly lit, with warm, ambient lighting. In the foreground, there are various items on a wooden table, including a glass of coffee and some papers. The overall atmosphere is cozy and professional.

“

With a strong brand, a diversified clientele, loyal staff and a secure lease, this beloved coffee shop has consistently generated strong financial returns while allowing for a healthy work-life balance to its owner-operator.

”



# Online Footprint



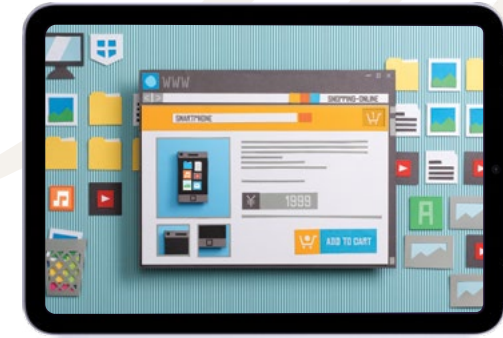
## BUSINESS WEBSITE

[www.joesmithscitycafe.com](http://www.joesmithscitycafe.com)



## FACEBOOK

[facebook.com/joesmithscitycafe](https://facebook.com/joesmithscitycafe)



## INSTAGRAM

[instagram.com/joesmithscitycafe](https://instagram.com/joesmithscitycafe)







# Online Reputation



4.6 out of 5

"Great ambience. Very attentive staff. An interesting range of entrees, small and main meals all excellently prepared."

"One of the BEST brunch locations I have been to so far! Me and my partner came unexpectedly and instantly loved the vibe."

"Breakfast was fantastic. If you do go the pancake route, make sure you have a hearty appetite we ended up bringing it back as MY GF couldn't finish it."



4.6 out of 5

"We were very fortunate to find this amazing cafe. The food is out of this world and the service equally amazing. Looking forward to our next visit."

"This place is in a great location and the food was great. It accommodates for both small and large groups as well as vegan and non vegan."



# Staff Schedule

Joe Smith's City Café is fully staffed by competent and loyal team members, most of whom have been with the business for over five years. Below is the schedule for most weeks:

STAFF	status	length of service	gross remuneration	shift
Owner	Full-Time	July 2012	Nil	Daily 6am - 5pm
Floor Manager	Full-Time	May 2013	\$27.50 P/Hr	Daily 6am - 4pm
Barista #1	Part-Time	May 2013	\$24.00 P/Hr	Daily 6am - 11am
Barista #2	Part-Time	April 2015	\$24.00 P/Hr	Daily 11am - 4pm
Waiter #1	Full-Time	October 2017	\$21.00 P/Hr	Daily 6am - 4pm
Waiter #2	Part-Time	May 2013	\$21.00 P/Hr	Daily 8am - 1pm
Chef #1	Full-Time	July 2014	\$27.50 P/Hr	Daily 5am- 3pm
Kitchen Hand #1	Full-Time	July 2014	\$24.00 P/Hr	Daily 6am - 3pm
Kitchen Hand #2	Part-Time	May 2013	\$21.00 P/Hr	Daily 6am - 11am

*Please note this schedule may vary at times, particularly if there is an event that generates additional business.*





# Ownership



## REASON FOR SALE

After successfully running the business for the last seventeen years and transforming into the powerhouse it is today, Mr Joseph Smith now wishes to retire and enjoy some well-earned rest together with his grandchildren.



## OWNER'S PROFILE

Mr Joseph Smith had a background in the corporate world, working with Fast-Moving Consumer Goods to pharmacies and supermarkets - with an academic background in Business Management, specializing in Supply Chain Management.



## OWNER'S ROLE AND HOURS

The Owner's primary role is that of Managing Director - overseeing the work of the Sales Manager, the Warehousing Manager and the Accounts.

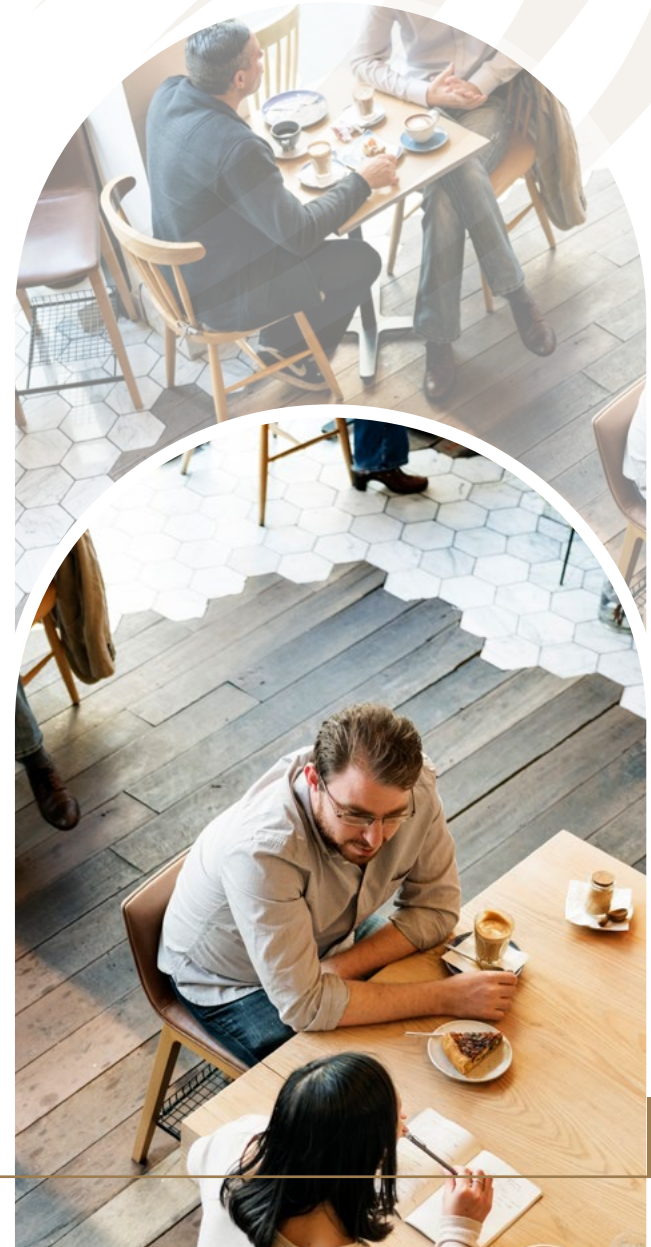
Moreover, the Owner presently is responsible for procurement as well as Human Resources duties.

His hours are 9.00am to 06.00pm from Monday to Friday.

*"I have loved every minute of owning this business! It has allowed me to provide for my family over the last decade and to live my dream - but the time is right to pass on the torch to an enthusiastic new pair of hands who can steer this business towards new heights!" (Joe Smith, Owner)*



# Photo Gallery







# Location & Premises

**Joe Smith's City Café is located at 31 W Flagler St Miami, FL 33144 USA, right at the heart of Miami, between NW 8th Avenue and NW 12th Avenue.**

Adjacent to it, is SW 1st Street and across the road is SW 2nd Street. The single entry to the building and large windows award the premises plenty of natural light and warmth. Joe Smith's City Café occupies a total area of approximately 1991.32 sqft. on a single floor level, divided as follows: Dining Area, Kitchen, Bar (Coffee/Serving) Station, 2 Bathrooms, 1 Office and a Cool-room, as well as a grease trap.







# Miami Profile

## Miami

**Miami, officially the City of Miami, is the seat of Miami-Dade County, and the cultural, economic and financial center of South Florida in the United States. The city covers an area of about 56 square miles (150 km<sup>2</sup>) between the Everglades to the west and Biscayne Bay to the east.**

Miami is the sixth most densely populated major city in the United States with an estimated 2018 population of 470,914. The Miami metropolitan area is home to 6.1 million people, the second-most populous in the southeastern United States and the seventh-largest in the nation.

In 2018, Miami, FL had a population of 471k people with a median age of 40.5 and a median household income of \$41,818. Between 2017 and 2018 the population of Miami, FL grew from 463,354 to 470,911, a 1.63% increase and its median household income grew from \$40,327 to \$41,818, a 3.7% increase.

### Employment by occupation

The most common job groups, by number of people living in Miami, FL, are Office & Administrative Support Occupations (26,771 people), Management Occupations (24,949 people), and Sales & Related Occupations (23,589 people).

### Employment by industries

The most common employment sectors for those who live in Miami, FL, are Health Care & Social Assistance (25,314 people), Accommodation & Food Services (24,525 people), and Construction (24,120 people).





# Miami Demographics



## POPULATION

1,471,968



## BUSINESS

124,188



## TOP 3 INDUSTRIES

Health Care & Social Assistance (93,014 people), Retail Trade (82,167 people), and Professional, Scientific, & Technical Services (63,236 people)



## STAFFING

Total Employment:  
601,133  
Total Annual Payroll:  
\$30,391,827



## EDUCATION

High school graduate or higher: 88%  
Bachelor's degree or higher: 32.7%



## HOUSING

Housing Units: 590,779  
Owner-occupied housing unit rate: 58.1%



## FAMILIES

Households: 516,478  
Persons per household:  
2.6



## EMPLOYMENT

60.8% Working Full-Time  
25.9% Working Part-time  
6.1% Away From Work

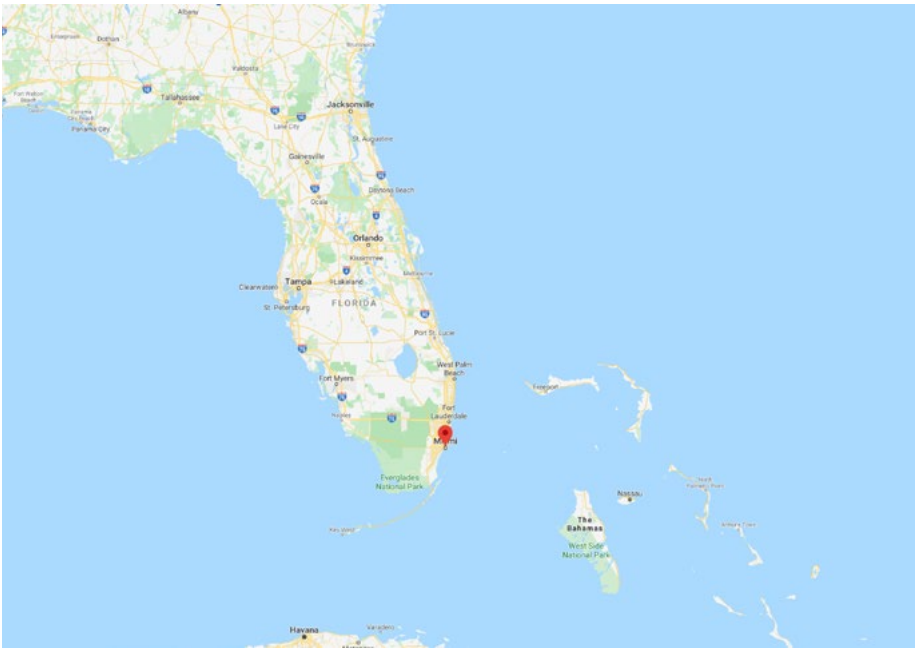


## INCOME

Median Weekly Income:  
\$624 - Personal  
\$1,439 - Family  
\$1,192 Household



# Miami Logistics

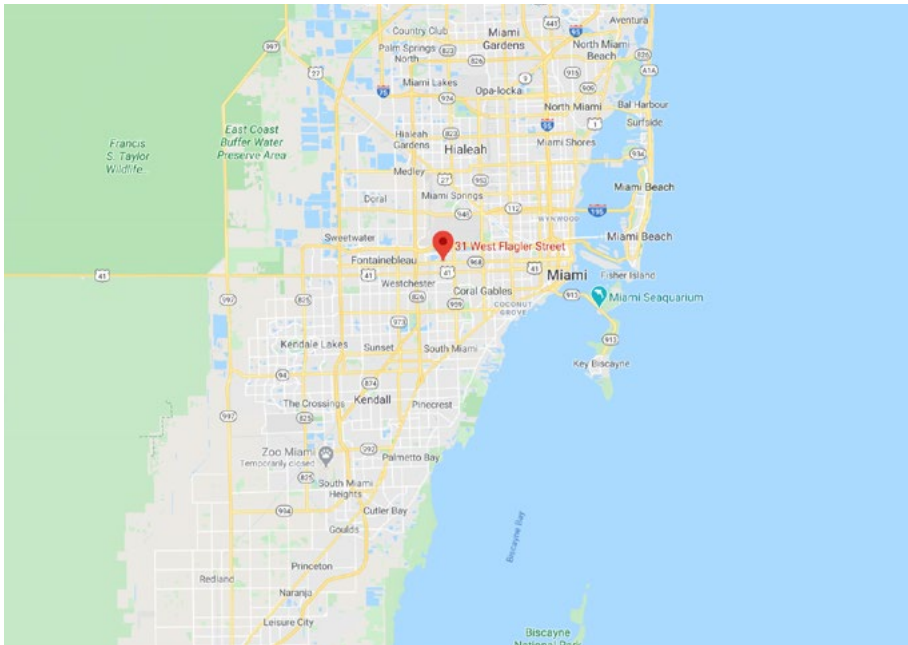


LOCATION	DRIVING TIME	DISTANCE
Tigertail Beach	2 hours 5 minutes	110 miles
West Palm Beach	1 hour 10 minutes	70 miles
Naples	2 hours	127 miles
Fort Myers	2 hours 20 minutes	155 miles
Palm Bay	2 hours 30 minutes	168 miles
Tampa	4 hours	281 miles
Orlando	3 hours 35 minutes	237 miles





# Business Logistics



LOCATION	DRIVING TIME	DISTANCE
Government Center Station	4 minutes	0.4 miles
Bayside Marketplace	11 minutes	1.2 miles
Bayfront Park	11 minutes	1.4 miles
Magic City Casino	17 minutes	4 miles
Miami Beach	17 minutes	7 miles
Jackson Memorial Hospital	11 minutes	3.4 miles
Miami International Airport	22 minutes	12 miles

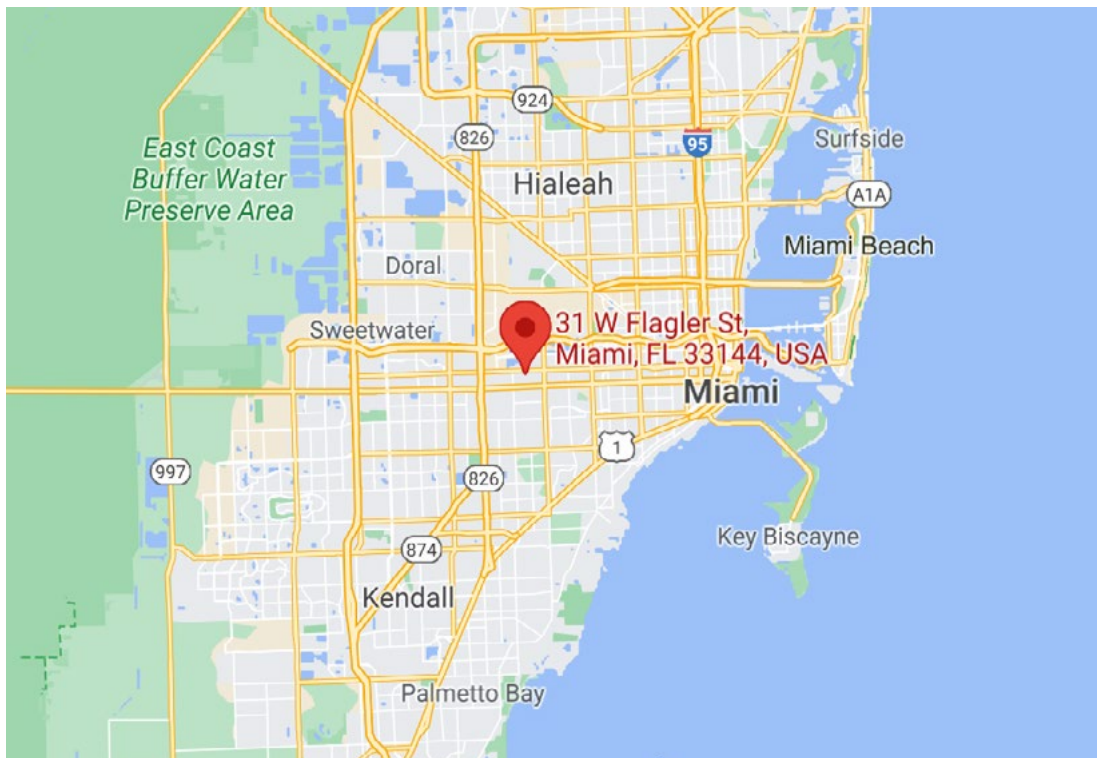


# Lease Agreement

White Rose Florist is situated at  
**31 W Flagler St Miami, FL 33144 USA.**

Please find enclosed to this Confidential Summary Booklet a copy of the Lease Agreement and Disclosure Statement for the premises for your review and perusal.

As part of this deal, the current Lease Agreement will be transferred to the Buyer, at the cost of the Seller.



## **PARTIES**

### **Lessor:**

Abigail LCC, E.I.N.

### **Lessee:**

WR Flowers, LLC

### **Managing Agents:**

ABC Real Estate



## **TERMS**

From 1 July 2012 for an initial term of six (6) years with four (4) renewal options of three (3) years each "6+3+3+3+3".



## **RENT**

\$102,318 per annum (F.Y. 2022) and excluding outgoings, with yearly increases in accordance with CPI. This amount does not include CAM Charges.



## **MISCELLANEOUS**

Permitted use: Florist and Retailer. There is no demolition clause. A security deposit of \$5,000 was payable at the lease commencement date.



# FF&E Schedule

Joe Smith's City Café will be sold with all furniture, fixtures and equipment used in the business – with the exception of any that may belong to the landlord or that may be on loan from a supplier. On the day of Close of Escrow all items will be in good working order and condition (subject to fair wear & tear) and will be unencumbered and free of debts. Please find below a summary of the major items included in this sale, whose estimated value exceeds \$100,000.

ITEM	NOTES	ESTIMATED VALUE
120 Chairs	\$94.00 ea	
50 Tables	\$150.00 ea	
All Cutlery (Crockery, Glasses, Kitchenware, Plates and Utensils)	\$10,000	
2x Point of Sale System	\$1,655.00 ea	On Loan From Supplier
2x Coffee Machine	Unknown	On Loan From Supplier
2x Drinks Fridge	Unknown	
All Art and Decoration	\$50,000	
1x Woodson W.BMS11 Benchtop Bain Marie	\$609.00	
TOTAL ESTIMATED FF&E VALUE		\$108,322





# Business Financials

Please find enclosed to this Confidential Business Review, for the reader's analysis, a copy of the Profit & Loss Statements for Joe Smith's City Café for the Financial Years 2020, 2021, 2022 and 2023.

What follows on the right is a summary of the most recent financial data.

Please note that, as part of the Due Diligence process, the Buyer and his/her advisors will be provided with copies of all relevant financial documents.

The Seller's Discretionary Earnings (SDE) for the last Financial Year totaled \$189,772.

ITEM	2023	2022	2021	2020
Sales	\$1,125,230	\$1,099,100	\$956,999	\$1,008,756
Cost of Goods Sold	\$354,447	\$322,965	\$310,004	\$324,650
Gross Profit	\$770,782	\$776,135	\$646,995	\$684,106
Gross Margin	68.50%	70.62%	67.61%	67.81%
Rent	\$102,318	\$97,202	\$93,800	\$92,000
Salaries & Wages	\$387,790	\$368,401	\$355,506	\$386,756
Electricity	\$28,321	\$26,905	\$25,963	\$22,756
Water	\$7,240	\$6,878	\$6,637	\$6,876
Insurance	\$6,050	\$5,748	\$5,546	\$5,455
Repairs & Maintenance	\$1,800	\$1,710	\$1,650	\$2,566
Other Expenses	\$132,010	\$125,410	\$142,566	\$161,366
Total Expenses	\$665,529	\$632,253	\$600,744	\$677,775
Net Earnings	\$105,253	\$143,882	\$46,251	\$6,331
Add-Back Adjustments	\$84,518	\$27,665	\$85,644	\$54,344
SDE (Seller's Discretionary Earnings)	\$189,772	\$171,547	\$131,895	\$60,675
SDE Margin	16.87%	15.61%	13.78%	8.86%

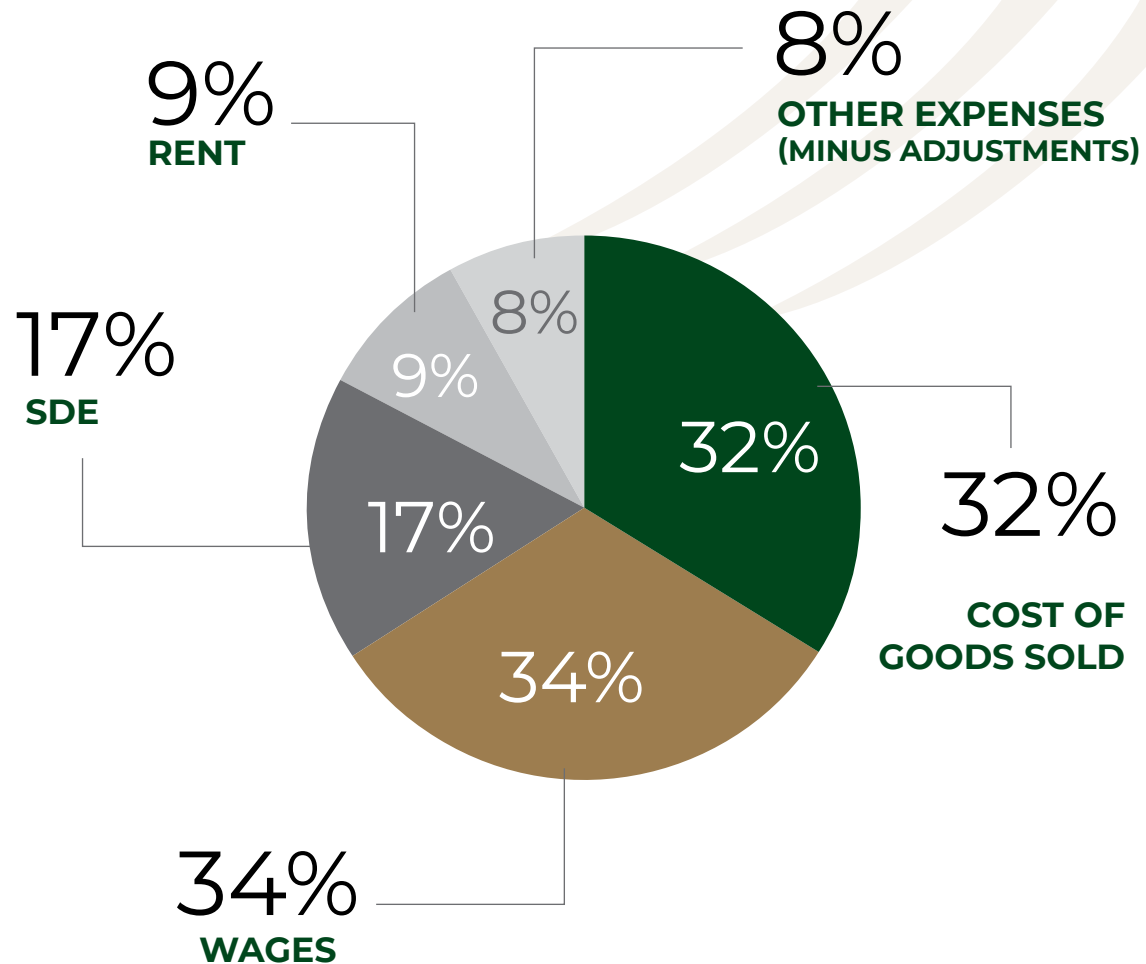


# Add-Back Schedule

The following items are the add-backs for Joe Smith's City Café for the last year:

Depreciation	\$4,333
Interest Paid	\$13,200
Donation	\$1,200
Purchases	\$6,000
Motor Vehicle Expenses	\$4,200
Wages to Owner	\$45,000
Superannuation to Owner	\$4,500
Telephone	\$1,000
Insurance	\$1,300
Extraordinary Repairs	\$3,785
<b>Total:</b>	<b>\$84,518</b>

Many readers are not familiar with the concept of Add-Back Adjustments. If you wish to learn more about Add-Back Adjustments, we invite you to scan the following code and watch a video we have prepared on the subject:



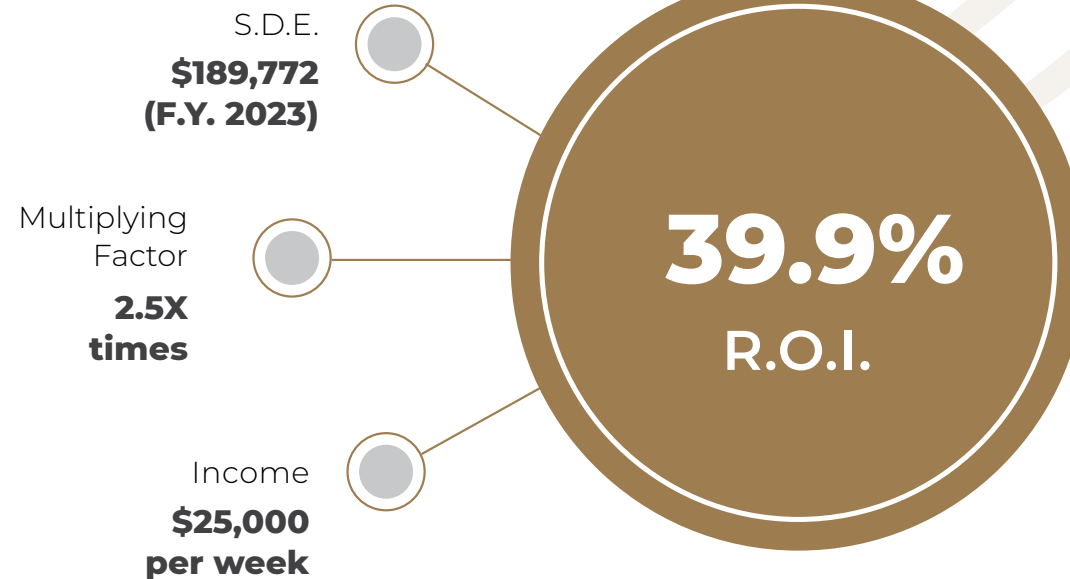


# Investment Required

Joe Smith's City Cafe has been priced as \$475,000 plus Inventory, the value of which is estimated to be at around the \$10,000 dollar mark.

The Asking Price includes all of the factors below:

- Plant & Equipment
- Goodwill
- Business Name
- Transfer of Lease
- Website & Social Media
- All Intellectual Property
- Know-How
- Four weeks of Training



**The Return on Owner's Investment, or R.O.I., is typically calculated as follows:**

$$\text{R.O.I.} = \text{Earnings (\$pa)} \times 100 / \text{Purchase Price}$$

When considering an SDE of \$189,772 for the Financial Year 2023, and applying the above formula, we reach an R.O.I. rate of 39.95% or a Multiplying Factor of 2.5 times. When considering its income of \$25,000 per week, we are talking about 19.4 times the income.



A person is sitting at a table, reading a book. A glass of water and a white coffee cup are on the table. The background is blurred, showing a city street scene. The entire image has a dark green overlay.

“

The acquisition of Joe Smith's  
City Café presents a superb  
opportunity for a savvy and experienced  
operator to enter Miami's thriving  
Food & Beverage Industry and leverage its  
brand name, loyal clientele and systemized  
operations to drive even greater earnings.

”



# What happens Next?

If you wish to proceed further with your inquiry, please contact the Business Broker – Mr. John Doe – to schedule a Business Inspection. During this meeting you will have the opportunity to speak to the Seller/s directly, ask further questions and see the business for yourself. The importance of the Business Inspection cannot be overstated – while we hope you have found this Profile informative, it is the next step that will truly determine the suitability of the business to your requirements and specifications.

## Step 1.

### **Initial Review of Business**

This is the step you have just undertaken by reading this Confidential Summary Booklet, coupled with any follow-up questions you may have for the Business Broker.

## Step 2.

### **Business Inspection**

The next step is to organise a visit to the business and an informal meeting with the Seller - during which you will have the opportunity to understand the business better.

## Step 3.

### **Negotiations and Offer**

Once you are satisfied with the information provided and are ready to move forward, you can negotiate a Conditional Offer with the Business Broker.

## Step 4.

### **Due Diligence**

Once the Offer is accepted by the Seller, and a Deposit is paid into an Escrow Account, you will be able to undertake a Due Diligence investigation to verify the accuracy of all relevant business information.

## Step 5.

### **Contract Exchange and Other Matters**

You will need to engage an Attorney to review the Contract of Sale prepared by the Buyers' Attorney and to assure you are protected in the transaction.

## Step 6.

### **Close of Escrow & Possession**

Once both parties have signed the Contract of Sale, you can move on to Close of Escrow and take possession of the business, enabling you to now drive the business in whatever direction you choose.



# Data Room

For the reader's convenience we have stored all of the supporting documentation provided to our firm by the Seller of BlackHorse Cleaning & Janitorial Supplies in a cloud storage which we have hyperlinked to this Confidential Information Memorandum.

Just **CLICK** on any of the boxes below, and the document will open through your web browser:

**FY 2023 Financial  
Statements**

**FY 2024 – YTD Profit & Loss  
Statement (from MYOB)**

**FY 2021 Financial  
Statements**

**Lease Agreement**

**FY 2020 Financial  
Statements**

**FF&E Schedule**





# Broker Profile

**John Doe is a Florida native who graduated from the University of Florida, with a degree in Business and a major in Economics. He has successfully completed all of his Business Brokerage courses through the IBBA (International Business Brokers Association), earning the qualifications of CBB, CBI and M&AMI.**

John joined the team at Transworld Business Advisors after being recruited by Mr. Andy Cagnetta, who was responsible for selling John's restaurant. John specializes in the sale and purchase of businesses valued between US\$300,000 and US\$1 million within the Food & Beverage industry.

John is known for his high energy, enthusiasm and eagerness to get deals done. He is an experienced negotiator and effective communicator who has proven himself as a Business Broker, making him the right broker for your next sale or acquisition.

**Mr. John Doe**  
CBB CBI M&AMI  
Business Broker



## JOHN DOE

CBB, CBI, M&AMI

### BUSINESS BROKER

#### CBB:

Certified Business Broker

#### CBI:

Certified Business  
Intermediary

#### M&AMI:

Merger & Acquisition Master  
Intermediary

+1 (555) 555-1234

+1 (555) 555-4321

john@tworld.com

www.tworld.com



*"John Doe sold my Aventura-based Restaurant in 2017 - getting me an excellent price! His services were exceptional and his communication with us throughout the process could not be faulted. His years of experience were invaluable in getting us through what was a truly challenging process between the offer and the close of escrow due to a number of obstacles - each of which John tackled with resolve and dedication. I cannot recommend John and Transworld Business Advisors highly enough."*

(Lee Green - Seller of Aventura Restaurant)



# THANK YOU FOR GIVING US THE OPPORTUNITY OF INTRODUCING YOU TO YOUR NEXT BUSINESS VENTURE

Should you need any further information or have any questions you want to ask, please contact us. Our team is ready to assist you!

Mr. John Doe – Transworld Business Advisors



## **Transworld Business Advisors**

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