



## Global recreational brand and niche manufacturer

Established in 1987 this globally recognised niche brand produces a range of premium quality products which are sold in 35 countries through an extensive international dealer network.

Over 80% of the sales are exported. The outdoor product range is a perfect contender for ecommerce sales which currently represent only 3% of total sales.

Experienced production staff oversee daily operations. The owner does not work in the business on a day to day basis and is primarily involved in customer relations and administrative roles.

The brand is renowned for clever innovation creating market leading concepts.

The product range is not clothing, or clothing related, the customers are generally relatively affluent and are not highly budget conscious. The owner is seeking to focus on other commitments, they will however provide generous assistance and support to a new owner.

Price: \$630,000

Turnover: \$700,000 circa

Cash Surplus: 175,000 circa

A full IM is available upon the signing of a confidentiality agreement and proof of the ability to fund.

Location: **Christchurch**  
Asking: **Negotiable**  
Type: **Manufacturing**

## Contact:

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