

**First Peninsula Commercial**

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B U S I N E S S P R O F I L E

Business Name: STREAMERS

Business Ref: Ref: FPB186

Business Type: Fancy Dress / Party Shop / Balloon Specialist

Business Location: 37b Fore Street, Kingsbridge, Devon, TQ7 1GA

Website Address: www.streamersparty.com

Business Established: 2000

Guide Price: £25,000 plus stock at valuation (estimated at £10,000)

Opportunity & Location Overview

Streamers is a well known costume and fancy dress hire business and retailer of party accessories first established by the current owners in 2000 and which is conveniently situated on the high street in Kingsbridge. In addition to its in-store activities Streamers operates a specialist balloon decoration and promotion service targeted at events and weddings.

Kingsbridge is a sought after and popular coastal market town in the heart of the South Hams, a popular holiday destination with a huge choice of things to do and see boasting a varied selection of shops, restaurants, cafes and pubs. The area is widely regarded for leisure, yachting, watersports and marine activities. Lying equidistant from Plymouth to the west, Torbay to the east and sheltered by Dartmoor to the north, the South Hams enjoys one of the mildest climates in Britain. Streamers is only a short walk from the main bus terminus and quayside car park at the head of the Salcombe to Kingsbridge estuary.

The business benefits from an all year round loyal local clientele and enjoys a significant seasonal trading uplift. A genuine reason for sale, the business is now offered as a going concern with the added benefit of a new negotiable lease.

This opportunity is unlikely to remain on the market for long so an early consideration is therefore highly recommended. Expressions of interest are invited with a guide price of £25,000 plus stock at valuation estimated at circa £10,000

Business Synopsis

Established for 10 years Streamers has remained under the original founder's ownership since 2000. During that time not only has this successful 'one stop party shop' retail based operation become widely known but alongside the day to day business the owner has also developed a complementary specialist balloon supply and venue decoration service targeted at weddings, parties, events and celebrations that is in great demand.

The basement premises provide for an ideal shop layout comprising of storage area, customer changing facility, sales counter with office space behind and with central product display and retail area. Streamers is owner operated on a full time basis with one part-time member of staff employed at weekends. Additional part time staff may be utilised when the owner is off site attending venues to decorate for weddings and events.

Streamers retails a broad range of jokes, novelty products and essential party items and decorations many associated with key events i.e. holidays and celebrations including Christmas and New Year, Valentines, Easter, Mothers and Fathers day, beach parties, BBQ, Halloween, weddings and school prom, hen and stag parties. The business also benefits from a council license for the retailing of firework products, ideal for bonfire night. Standard shop opening hours are 9.30am to 5pm Monday through to Saturday.

The business is relatively straight forward to operate however a degree of training is required on the balloon specialist side of the business. There are a number of trade shows throughout the year that provide the showcase for new products and suppliers, attendance at wedding fairs generates a steady flow of business.

A completely furnished and functioning turnkey operation, the business sale comprises a new lease for the premises, all furniture fixtures and fittings as specified (inventory available upon request), costume wardrobe, knowledge base of the business, goodwill and related assets including the website.

Market potential

Streamers is a well established business in its local market however it has not been aggressively marketed outside of Kingsbridge itself and there is clear opportunity to market more widely throughout the surrounding South Hams area.

Whilst providing a proven trading model and thus avoiding the need for a purchaser to materially reinvent the current business strategy. An obvious opportunity to increase revenue would be via online sales. The fancy dress industry provides a number of opportunities for direct drop shipping and e-fulfilment from which Streamers can benefit.

Financial Summary

Financial trading information regarding the business including turnover and profitability will be provided to interested parties upon completion of registration and confidentiality agreements and inspection of the premises by arrangement. Please contact First Peninsula Commercial for further details.

Property Particulars

The business is located at a point midway on Fore Street in Kingsbridge occupying basement premises which includes a main retail display area with changing room, storage zone for costume hire, retail counter, small store/office and WC. The long leasehold property is available by separate negotiation with an asking price of £80,000

Tenure:	New Commercial Lease (Option to buy outright)
Term:	Subject to Negotiation
Property Type:	Self contained basement premises
Building Size:	42.3 m ² / 455 sq ft
Annual Rent:	Upon Application
Business Rates:	Upon Application

Image Gallery



Viewing Instructions

This opportunity is offered for sale by First Peninsula Commercial and no direct approach may be made to view the business. For an appointment or for further information please telephone 01548 854455 or email office@firstpeninsula.co.uk

DISCLAIMER STATEMENT

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