

# SuzukiPartsUSA.com

Presented by SaleAway, LLC



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# Executive Summary



## SuzukiPartsUSA.com

SuzukiPartsUSA is an eCommerce store focused on selling automotive parts for the Suzuki Samurai.

The business competes in the industry by focusing on offering new Samurai parts to customers who are looking to restore or repair their Suzuki Samurai's.

Sales are primarily driven by eBay. Products are fulfilled and shipped by the owner and some part time help. The owner's daily responsibilities include order fulfillment, customer service, and ordering parts. The owner has 8 suppliers from India, China, and Taiwan. Due to his suppliers being overseas, orders can vary in turn around time from 1.5 months to 5 months.

Customer service is completed by the owner. He receives 6-8 emails per day in regards to shipping costs and product availability. Housing physical inventory and order fulfillment can be done by a third-party warehouse which would result in this business requiring much less than the 45 hours of work the owner is currently doing.

The seller is looking to exit this business as he is looking to retire.

*Asking Price:*

**\$490,000**

Revenue (12-months)	<b>\$584,796</b>
Net Income (12-months)	<b>\$208,296</b>
Founded	<b>2014</b>
Monetization	<b>eCommerce</b>
Time Commitment	<b>45 hours/week</b>

### ***Investment Merits***

- *High Overall Profit Margins*
- *High Customer Retention Rates*
- *Strong Recurring Revenue*
- *Opportunity to Grow the Business Substantially*

# Revenue Proof – 2018 Tax Return



TYPE OR PRINT	SUZUKI PARTS USA INC
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		1 a	584,810.		
I N C O M E	1 a	Gross receipts or sales.....	584,810.		
	b	Returns and allowances.....	24,637.		
	c	Balance. Subtract line 1b from line 1a.....		560,173.	
	2	Cost of goods sold (attach Form 1125-A).....		292,607.	
	3	Gross profit. Subtract line 2 from line 1c.....		267,566.	
	4	Net gain (loss) from Form 4797, line 17 (attach Form 4797).....			
	5	Other income (loss) (see instrs – att statement).....			
	6	<b>Total income (loss).</b> Add lines 3 through 5.....		267,566.	
D E D U C T I O N S  S E E  I N S T R S	7	Compensation of officers (see instructions - attach Form 1125-E).....		28,544.	
	8	Salaries and wages (less employment credits).....		35,057.	
	9	Repairs and maintenance.....		24.	
	10	Bad debts.....			
	11	Rents.....		16,500.	
	12	Taxes and licenses.....		5,793.	
	13	Interest (see instructions).....			
	14	Depreciation not claimed on Form 1125-A or elsewhere on return (attach Form 4562).....			
	15	Depletion ( <b>Do not deduct oil and gas depletion.</b> ).....			
	16	Advertising.....			
	17	Pension, profit-sharing, etc., plans.....			
	18	Employee benefit programs.....			
	19	Other deductions (attach statement).....	SEE STATEMENT 1		29,898.
	20	<b>Total deductions.</b> Add lines 7 through 19.....			115,816.
	21	<b>Ordinary business income (loss).</b> Subtract line 20 from line 6.....			151,750.

DO NOT MAIL

# Financials



Please contact us directly and we will provide an excel document with  
2016 – 2018 P&Ls.



The screenshot shows the eBay profile for 'suzuki-parts-usa' (ID 9322★). The profile includes a profile picture of a dark SUV, a 'Save' button, and a description: 'We stock and sell a wide variety of OEM Suzuki Samurai parts from our Atl,Ga USA location. So you get the part you need FAST! Unlike Ebay sellers who stock their parts overseas. And Returns, No Problem - But with the other guys, Forget About It !'. Navigation links for 'Items for sale', 'Visit store', and 'Contact' are visible. The feedback section shows a 99.4% positive feedback rating and a breakdown of 3,196 positive, 13 neutral, and 15 negative reviews from the last 12 months. Specific feedback categories include 'Item as described' (1,967), 'Communication' (1,957), 'Shipping time' (2,057), and 'Shipping charges' (2,058). A recent 5-star review from May 06, 2019 is also shown.

Category	Count
Item as described	1,967
Communication	1,957
Shipping time	2,057
Shipping charges	2,058

Feedback Type	Count
Positive	3,196
Neutral	13
Negative	15

<https://www.ebay.com/usr/suzuki-parts-usa? trksid=p2047675.l2559>

99.9% of revenues come from eBay. See the above picture to get insight into the business' feedback.

# Order Fulfillment & Logistics Q&A



## **Do you house physical inventory or is it being held at a third party warehouse?**

We house all inventory. We do not utilize drop shipments

## **What percentage of sales are to the US vs. International?**

100% USA & USA protectorates

## **How do you source parts and decide which parts to hold in inventory?**

Current suppliers were sourced via research on the internet. The parts we stock are based on customer demand.

## **How many suppliers do you have and where are they located?**

We have 8 suppliers. 5 – India / 2 – China / 1 – Taiwan

## **What percentage of your products are new vs. used parts?**

All New

## **Has lack of inventory been a problem in the past? If a product is out of stock roughly how long does it take to get the item back in stock?**

Lack of inventory is not a problem provided the correct order have been placed. Turnaround time varies by supplier and how you have it shipped. Large orders that come via Sea Freight take on average 5 months from date of order. Smaller Air Freight orders generally take 1 ½ - 2 months to receive.

## **Briefly walk us through the order fulfilment process from start to finish.**

1. Prepaid orders come in through the website or eBay. 2. An order fulfilment list is printed with each order individually numbered. 3. That list is taken to the parts stock area where the various parts for each order are pulled and grouped by order number. 4. Then each order is checked and boxed. The weight & size are recorded on the order list. 5. Using the order list shipping labels are created and shipping info sent to customers. 6. Labels are matched to the correct boxes & applied. 7. A pickup order is placed with the shipping carriers to alert them that we have orders that need to be shipped.

# Operations Q&A



**What is the process of handling customer service? Roughly how many phone calls and e-mails do you receive on a daily basis?**

Phone calls are not common. I receive about 6 to 8 emails through eBay messaging daily. They generally are asking for shipping information or if we carry a certain item. For shipping info we refer them to their eBay purchase history which is automatically populated with our shipping info when we print a label. When they request part info we have an eBay store that categorizes our parts and I send them a link to that store. Other than that we receive a few unique questions that take more time to answer.

**What is your take on the Suzuki Samurai industry? Do you think there is enough demand for Samurai parts to sustain profitability?**

Production ended this year on the last variant of the Suzuki SJ413. Suzuki produced over 3,000,000 Suzuki SJ413 vehicles under various names. Approximately 280,000 were imported into the USA. The Suzuki SJ413 has a dedicated and loyal following with hundreds of enthusiast websites. Demand is such in the USA that we are seeing the beginning phase of Suzuki Samurai restorations. This will increase part demand over the next several years and guarantee sustained replacement part sales going forward. Because we do not do international sales we are missing the vast majority of sales. However, that is the quickest path to significantly increasing sales.

**Are there opportunities to expand into additional products or Suzuki models?**

Because we do not do international sales we are missing the vast majority of sales. That is the quickest path to significantly increasing sales. Also selling parts on Amazon and Walmart Market Place along with advertising the website will significantly increase sales.

**Where do you generate revenues and approx. what percentage is generated from each marketplace? Your website, eBay, Amazon marketplace, etc.?**

99.9% is sold through eBay. We have just turned over the website to a new company to have them increase it's visibility. We have also been approved to sell on Amazon and Walmart Marketplace. The same company is currently working to get our parts on-boarded to those marketplaces. The other area which we would like to sell through is Facebook Marketplace, which we believe would be productive or better than Walmart Marketplace.

**Are you selling to any businesses/auto shops or is it primarily to individual consumers?**

We wholesale parts to several online 4x4 companies but nothing significant. Approx. 1.5% of sales.

**What are the main expenses of the business?**

The cost of the parts

# Responsibilities & Transaction Q&A



## **What marketing efforts do you utilize for the website?**

We have done no marketing in the past for the website but have just hired a company to begin to work on it

## **What is the average profit margin seen on your products?**

Overall the gross profit margin is 40%

## **Why are you selling the business?**

I'm retiring.

## **What assets are included in the sale?**

All parts that are in stock. No less than \$50,000 at my landed cost. Any less will reduce sale price and any more will add to sale price.

## **How many hours do you spend running the business per week and what are your typical duties?**

45 hours plus part time help totalling 36 hours week.

## **Do you outsource any work? If so, please specify what tasks are outsourced.**

Tax accounting, payroll accounting and I use a broker to clear orders through Customs

## **Does the new owner need any specific skills or experience to run this business?**

Having basic computer knowledge is a must. Having a basic understanding of vehicle anatomy would be helpful but not required.

## **Are you willing to provide post-sale support to the new owner? If so, for how long?**

Yes. With the sale price I would assist for 1 week (45 hours) which could be spread out for up to 4 weeks. Additional assistance could be negotiated.

# Request More Information



If you would like to request more information or have a walkthrough of analytics, profit and loss numbers, or any other information regarding the business, please reach out to us directly.



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