

QUESTIONNAIRE

This will be treated in the strictest confidence.

Please read through this questionnaire, then complete and return with the documents mentioned for an initial no-obligation appraisal and discussion. Please feel free to include any attachments that are relevant or helpful.
Return to keith@andersonmoore.co.uk

BUSINESS PROFILE:

Full Business Name & Shareholders. Or Partners / Proprietor's Name

Telephone Number for confidential contact

Email address for confidential contact

Business Address

Website Address:

How is business?

When was your business established?

What does your business do in your own words?

Have you ever had the business valued previously? Please give details.

Are there any important changes occurring in your business?

Who do you see as your competition?

What are your key business strengths? Both from the viewpoint of your customers, but also what may appeal to a prospective buyer (e.g. location, equipment, supply/distribution agreements, customer profile, IP, staff skills).

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What are your weaknesses?

How would you describe your company's reputation? With customers and suppliers.

Are you dependent on any of your suppliers?

Which Trade or Professional Associations are you a member of ?

What technology do you use in your business? inc. specialist equipment, hardware, etc.

Do you use any management software in your business (including accounting software) e.g. for appointment bookings, design, production, CRM, stock management etc. Please provide details inc. charges, licences, fees.

Is any of your work on a regular contractual or subscription basis e.g. regular (or annual) maintenance or service contracts, memberships, repeat commissions etc?

COVID 19

How has Covid affected your business? Good or bad.
If good, how will this continue? If bad, how will you recover?

Please detail any CBILs, BBLs or other Covid support, inc. amounts, payments and start/finish dates.

OWNERS/PROPRIETORS

What is/are the owner's role(s) in the business? How many hours worked.

Please include all owners/directors/partners/shareholders inc. those who do not work in the business. Please give hours/days worked.

Are there any current employees who could replace the owner? Please give details.

What type of person/people would be needed to replace the owner(s) post-sale? (e.g. age, qualifications, experience, skill levels)

EMPLOYEES/STAFF

How many full time staff? (excluding proprietors/directors).

Job descriptions (brief)

How many part time staff?

Job descriptions (brief)

Any sub-contractors or other out-sourcing? Please provide details (not names, just the number and type of work provided).

EMPLOYEES/STAFF (cont.)

Any temporary or foreign workers or seasonal staff?

Do all staff/contractors have up-to-date employment/service contracts?

TYPE OF CLIENTS/CUSTOMERS

How many regular customers/examples of customers?

Any big customers e.g. representing a large proportion of turnover? Please give details.

What Quality Assurance/standards do you hold? e.g. ISO9001 etc. Or anything specific to your trade or profession?

ADVERTISING & MARKETING

Where do you advertise?

Any company brochures?

SEO or online marketing? Use of social media? Email?

Direct mail or any other forms of marketing e.g. sponsorship, telesales, direct sales, agents or representatives?

FINANCIAL INFORMATION LAST 3 YEARS FIGURES FOR:

Turnover

Gross Profit

Net profit

Net asset value

Notes

FINANCIAL INFORMATION:

Do you have copies of your accounts for the past three years? **IF SO PLEASE ATTACH WITH COMPLETED QUESTIONNAIRE**

What can the buyer do to increase sales and profits?

What are your projections of turnover and profitability over the next 1-3 years?

FINANCIAL NOTES

For retail/online/wholesale businesses – how much stock do you hold?

What is the current value of work-in-progress (where relevant) and expected duration?

PROPERTY

Freehold or leasehold-If it is freehold and owned by vendor outside the Ltd Co, or if Co is a sole trader or partnership you will need an EPC.

If freehold what is value

If leasehold how long is the lease?

How often are your rent reviews?

Annual rent and term

PROPERTY (cont.)

Property description (e.g. type, sq.ft., no. of floors, any parking, spare capacity, sub-let etc.)

Business Rates

Location description

If business is to be relocated/can be relocated, what type and size of premises are required?

Does your bank or any other organisation hold a charge or debenture over your property *(these can apply to freehold or leasehold and often date way back and are forgotten about – we can check this for free, please ask)*

ASSETS

What assets does the company/business own to be included in the sale e.g. vehicles, machinery, tools, specialist fixtures or equipment, IT systems (inc. any valuable software), patents or intellectual property?

Do you need to invest/upgrade/replace any of the above assets in the next 2-3 years e.g. to remain competitive, or simply to maintain the business?

If so, what is required, when, and estimated costs.

Does your bank or any other organisation hold a charge or debenture over your assets *(these can apply to all or certain assets and often date way back and are forgotten about – we can check this for free, please ask)*

STOCK

What value of sale stock do you carry? (Please indicate any old/obsolete stock)

For relocatable businesses, how much space is required for stock?

BUSINESS HOURS:

What are your usual business hours?

MISC.

What, if any, technical or trade/professional knowledge will the new owner require?

How much time will it take the new owner to become familiar with the business operation?

Will you stay to handover and train the new owner?

Are there "key" employees?

Why are you selling? (see **NOTE** below)

What do you plan to do after you sell the business?

Will you agree not to compete with the business?

What is your timetable for the sale?

Will you give support to the successful purchaser?

Who knows that the business is for sale?

What are the main reasons a buyer will buy your business?

ADDITIONAL INFORMATION

Please add anything you feel is relevant.

NOTE If you are requesting a valuation or valuation report for other purposes e.g. MBI, MBO, incorporation, divorce, court proceedings etc. please give more details.

ECOMMERCE or WEB BUSINESSES – ADDITIONAL QUESTIONS

PLEASE IGNORE THIS SECTION IF YOUR BUSINESS IS NOT ONLINE OR E-COMMERCE

1. Do you dropship? If so how much of your business is dropship versus sales from stock?
2. If dropship, how are returns/warranty issues handled?
3. How much space is required for stock, packaging and office administration?
4. What is the value of your stock?
5. Do you sell on Ebay/Amazon/play.com/etsy.com ? Any other online or offline sales outlets?
Please provide links to your Ebay/Amazon/play.com/etsy.com Account Name(s)
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6. What are your current Ebay (or other) selling limits?
7. If your site is not eCommerce, how do you generate revenue? e.g. Memberships, Subscriptions etc.
Please provide an approximate breakdown.
8. How many suppliers do you have? As far as you are aware will they continue trading with the buyer?
9. Size of customer database and how many opted-in for email marketing.
10. Details of the site software platform e.g. Wordpress, Magento, Sellerdeck, Oscommerce bespoke etc.
11. (a) What domain names are included in the sale? (b) In whose name is/are the domain names registered?
12. Please provide copies of recent Google Analytics, preferably 24 months worth (or other analytics/traffic data if GA not used) showing traffic, revenues, average sales per order.
13. Who updates the website?
14. Do you have a social media presence?
Please provide links to any Facebook, Twitter or other social media pages.
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15. Number of office/warehouse staff

16. What are your (a) Hosting costs. (b) Name of hosting co.
17. Can hosting be switched to another provider?
18. SEO and/or PPC costs (typical monthly)
19. Other costs e.g. Ebay, Amazon, etsy.com etc.
20. Web designer details.
21. Payment Gateway details
22. Any Facebook, Twitter, Pinterest or other social networking pages? Please give details.
23. Is the site mobile responsive? (If not, what work would be required to do so?)