

### Step 3 INFORMATION MEMORANDUM Action Stage

#### Information Regarding this Offering

In this section you should put all of the contact details that can be used to contact you for the sale of the business. Since most owners do not want their employees to find out that they are selling, make sure you use private phone numbers and email addresses.

All questions or requests for additional information or discussions are to be directed to the owner:

(Business Owner)  
(Business Name)  
(Address)  
Mobile           0000-000-000  
Telephone       0000-0000  
Fax               0000-0000  
E-Mail .....

#### Executive Summary

This section gives the buyer a brief overview of your business and should be no longer than one page. Include the following information in this section:

- Nature of the business - what does the business do?
- When was the business established?
- How many years has the business been in operation with the current owner?
- Location of the business (Suburb)
- Operating days/hours
- How many staff are employed?
- Who are your customers?
- What are the current sales of the business?
- What are the current profits of the business?

#### History

This paragraph gives a brief history of the business.

- When was the business established?
- What changes has the business been through since its establishment?
- How long has the current owner operated the business for?

#### Product, Sales and Pricing

This section tells the buyer what you sell or provide and the revenue that is generated. Be as accurate as possible with this information.

- How many different groups of products or services does the business provide?
- What is the revenue from each of these product/service groups?
- How do you price your products/services?
- What are the profit margins on your products/services?
- What is the average sale per customer?
- How many customers/sales do you have in any given period? (How many per day/week/ month, which ever is most relevant to your business)
- What is your product/service advantage over the competition?

Where possible, include tables and graphs, to make this more visual and to better illustrate the information.

