



Business Development

The business of Sport is constantly changing and competition is relentless.

The industry by its lifestyle nature has always been and will continue to be attractive to new organizations and people wanting to enter the industry. Minimising the risk of entry and establishing long term business associates and partners that fit with the personality or culture of the person, company or brand is generally understated by most organizations. We work with the client to define what are their objectives, what options are available and then determine who would best suit their objectives.

RETAIL

There are four key support structures that should be considered when deciding to go into Sports retailing:-

Independent

It's all up to you, product procurement, negotiations with suppliers, and marketing and promotions. The positive is that it's all your decision, and there are no membership or franchise costs to worry about

Buying Group

Generally, a low cost option to become part of a membership network of independent retailers who want the option of bulk buying, but little or no marketing support.

Licensed Group or Banner Buying Group

Membership based retailers with strong marketing and promotional ethics, that share a common business name and business style. Members make democratic decisions and generally have flexibility on the suitability of programs for their business

Franchise

A turn key operation of systems and procedures that are required to be implemented by the franchisee. The Franchisor will generally go to great lengths of assessment to ensure the prospective franchisee will undertake corporate directions.

Which one of these systems is right for your business is greatly determined by your objectives, personality, and financial considerations. If you are by nature an independent and forthright person, a franchise may not be the right system for you.

Australian Sports Brokers can assist you in determining your options that would suit both you and your business support structure. Enquiries:

info@australiansportsbrokers.com.au



Distribution and Wholesale

Minimising the risk of entry and establishing long term business associates and partners that fit with the personality or culture of the person, company or brand is generally understated by most organizations. We work with the client to define what are their objectives, what options are available and then determine who would best suit their objectives.

Australia is a unique country, and it is regarded internationally as a sports loving nation. However the land size is comparable to that of North America with a population of just 19 million people. Too many international companies make the mistake of the true potential of their product. At times international brands and product are under performed due to the wrong distributor or agent structure. At other times potential is over stated by prospective distributors to enable them to gain the rights and worry about the results later. Both of these can have a detrimental effect on the long-term viability of brands and product wanting to be distributed in Australia.

Australian Sports Brokers can assist international clients in sourcing the right partner to market their product in Australia. With the Australian Dollar currently valued at approx. \$0.70 against the USD it makes the cost of finding the right distributor here in Australia even more valuable. For initial enquiries contact: info@australiansportsbrokers.com.au or call 613 9708 0989

Business Brokering -We provide the following services:

If your business is currently trading within any of the Sports and Leisure Market segments and you are considering placing it on the market, we can assist you in marketing it. The following actions are undertaken by us in marketing your business:-

- Attend the business to gain an understanding of its entire operation.
- Meet the owners / directors and their advisors to discuss the entire program.
- Once all the information has been digested, provide an opinion of market value and the likelihood of achieving a satisfactory outcome
- Suggest marketing strategies and explore target markets.
- Prepare an Information Memorandum that sets out all the key factors and incorporates all the information required to assist a purchaser to properly assess the business.
- Execute the marketing strategy decided upon
- Accept in the first instance all enquiries, conduct screening process and arrange for secrecy agreements where required.
- Either, conduct inspections of the business with prospective purchasers, or arrange for inspections direct, depending on circumstances.



- Conduct negotiations between all parties to the transaction including but not limited to vendors and purchasers, e.g. accountants, legal advisors, Banks, managing agents, etc.
- Assist the vendor's legal and other advisors to prepare a contract of sale
- Liaise with all parties throughout contract negotiations
- Arrange stocktakes and / or negotiate a suitable formula for determining the value of work-in-progress and raw material.
- Attend to settlement arrangements.

We have defined the minimum level of information required to assess a business. Set out below is a list of that information, please supply as much as possible.

1. A summary of the business activities, the products or service provided, an overview of the market and competition in which the business operates, and what potential exists to improve the business.
2. Financial statements for the last 3 financial years, plus Year-to-Date results. These should include:- Trading Statements, Profit and Loss, and Balance Sheets.
3. List of all Plant and Equipment being sold with the business, showing market value (if known) and depreciated value. Leased Items should be shown separately with details of leasing arrangements, payments, term, residuals etc.
4. Number of employees, individual roles or job descriptions, individual wages paid, and commencement dates.
5. If leased premises, Copy of Lease and Assignment if any - Current Rent and date of next rent review period.
6. Value of Current stock levels and / or value of work-in-progress.

OBJECTIVE

To determine from the information supplied, a true picture of the operating results of the business. i.e. 'The Profitability.'

METHOD

Analyse and adjust as necessary all the income and expenses that are attributable to the business operation, taking into account any factors that may or may not apply to the ownership of the business in other hands. We sign confidentiality agreements with all our clients and in turn any prospect also signs a confidentiality agreement with Australian Sports Brokers prior to receiving a business profile. For an initial discussion please email: info@australiansportsbrokers.com.au or call 03 9708 09891