

Advertising And Publishing House for sale

The company was established 16 years ago, and it has a very good brand in the local and national market. The agency is located in an important town of Transylvania. The agency is editing its own magazine for leisure, information and events taking place in the city and in the county, a tourist Guides, pocket maps.

The agency has its own publishing house, meeting the customers' request of editing different types of brochures and books.

The advertising agency offers full service and provides a wide range of services to the customers: business cards, catalogues, books, standardized forms etc., products printed in its own workshop.

The agency owns a small typography and a creation department, it creates brands, logos, templates as well as TV and radio commercials.

Key Strengths:

The Company has earned an outstanding reputation for its service, excellent quality publications, honesty, and experienced staff. The business has built up a very desirable customer base over the years, who appreciate the company's products and services.

Key Opportunities:

This is an opportunity to deliver the company's products and services to other regions or countries, to develop new projects that could increase the profits.

Financial Information:

The financial statements are up to date. The company had in 2009 sales revenue of about over 450000 Euro. It is anticipated that for the fiscal year 2010 the sales revenue will grow to 550,000 euro, based on historical evidence and the new orders. Before the crisis, in 2008, the company's turnover was almost 800.000 Euro.

Expansion potential:

There are many growth opportunities available. Romania's market has a large potential in the publishing and advertising area. A lot of towns with more than 100.000 peoples are a good opportunity to extend the business. The Hungarian market is also available. Franchising the business can be done and can be extended to other regions of the East European market.

Competition / Market:

The business is very active in the publishing area and this activity is supported with a highly informative and up to date website.

Support & training:

The owner will provide full business familiarization and is offering the business for sale as a going concern with further significant growth potential.

Reasons for selling:

The owners wish to find a business partner willing to invest in order to develop together new projects, the synergy of association having beneficial effects upon the business.

The owner wants to sell 51% from his business and will remain to manage and develop the business.