



Independent Chocolate Retailer acquired by Industry Veteran

Mandate

Beacon was approached by an experienced chocolatier in the greater Toronto area who had successfully grown a retail location and expanded her operations in a major shopping centre in Toronto. Throughout its over twenty years of operation the owner of the business had been able to establish a solid reputation for their quality products and friendly service. The owner was approaching retirement, and therefore began the process of exploring potential exit planning options. Upon completion of the valuation, Beacon began confidentially marketing the business opportunity to our pool of qualified buyers.

“Beacon highlighted an experienced buyer who was able to increase sales and add new product offerings because of revamped strategic advertising and marketing campaigns.”

Implementation

Despite a decrease in sales that came as a result of the recent economic downturn, Beacon valued the client’s business on the potential that still existed to grow the location. Beacon successfully marketed a highly experienced buyer who had owned developed and expanded several Godiva chocolate locations. This experienced buyer recognized the opportunity that existed from acquiring another growing retail location and revamping it with new strategic advertising and marketing campaigns.

Outcome

The team at Beacon met the needs of our client at every step of the way as we facilitated a sale that mutually benefited all of those involved. The incoming owner had previous experience in the chocolate retail industry has posted growth every month since the acquisition. After growing a reputable chocolate retail location, our client was looking to exit at the right time and enlisting Beacon’s services allowed them to move on immediately at the point of closing. The ability to find an experienced buyer allowed for a seamless transition for both parties involved.

VALUATE. NEGOTIATE. CLOSE.