

# Fabricante e importador de artículos deportivos populares reubicables



**MERGERSCORP**

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Con sede en el Medio Oeste, esta empresa es líder en diseño, fabricación e importación de tableros, bolsas y accesorios de cornhole. Sus productos se venden directamente a los consumidores y a través de mercados específicos como Amazon. Además, la empresa licencia su nombre, imagen y semejanza a otros fabricantes.

Desde 2003, la misión de la empresa ha sido promover y hacer crecer el deporte del cornhole. Actúa como organismo rector oficial, normalizando el juego y sus reglas, proporcionando productos de alta calidad a los consumidores y formando asociaciones estratégicas con otras organizaciones deportivas, como Special Olympics USA.

En los últimos años, la empresa ha realizado importantes inversiones en marketing, lo que ha hecho que su marca sea reconocida como líder del sector. En 2021, la empresa cambió su enfoque estratégico de las tablas y bolsas personalizadas a los productos prefabricados de larga duración. Como resultado, el plazo de entrega de los pedidos en línea disminuyó de 35 días en 2021 para determinados productos personalizados a sólo 1 día en 2022 para sus ofertas estándar.

En el ejercicio fiscal que finalizó en diciembre de 2022, la empresa generó 7,4 millones de dólares de ingresos, un aumento significativo respecto a los 1,5 millones de dólares de sólo tres años antes. La empresa proyecta unos ingresos y un EBITDA ajustado de aproximadamente 8 millones de dólares y 1,25 millones de dólares, respectivamente, para su ejercicio fiscal que finaliza el 31 de diciembre de 2023, basándose en un modesto aumento de la demanda. A pesar de su inversión en la planta de fabricación, la empresa cree que un nuevo propietario podría trasladar el negocio a prácticamente cualquier lugar de Estados Unidos. Además, un propietario con experiencia en canales minoristas puede aprovechar la historia, la marca y los productos de calidad de la empresa.

### TARGET PRICE

\$8,000,000

### GROSS REVENUE

\$7,400,000

### EBITDA

\$1,250,000

### BUSINESS TYPE

Equipo

### INVENTORY

\$2,000,000

### ESTABLISHED

2003

### COUNTRY

Estados Unidos

### BUSINESS ID

L#20230552

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