

For Sale, This Business

Floribbean Flo's Inc.: A Florida Gift and Gift Basket Business; Online @ www.Floribbean.com; a Sarasota, FL based Brick and Mortar Store

Featuring:

Florida Citrus, Gift Baskets, Gourmet Foods associated with Florida with its Caribbean influences, and Florida Specialty Baked Goods. From Florida's HoneyBell Oranges and Ruby Red Grapefruit to Key Lime Marmalade, Orange Blossom Honey and Guava Jelly, to Key Lime Pies, Coconut Cookies and HoneyBell Orange Cakes, all based on original, proprietary recipes.

Market Focus:

State of Florida with just under 19 million residents and adding 1,000 per day. Florida Buyers plus buyers world-wide who want to buy a gift for someone in Florida plus buyers who want to purchase something that say's "Florida" for individuals and/or private and corporate events that have a connection to or affinity for Florida.

History:

Started in 1996 by Nancy Renko as an online gift basket business specializing in gifts for the real estate industry, with the brick and mortar store added in 2001. Flo's is positioned as a gift source reflecting the tropical paradise found in Florida, along with its Caribbean Islands influence.

The in-store bakery increases the appeal of the gift store and allows for gift boxes of Tropical Cookies that can be shipped throughout the US and Canada. Key Lime Pies appeal to Florida retail customers and the Cakes expand the inventory of baked gifts available for shipping.

Citrus was first offered in 2004 as an additional line of gifts, expanded with the acquisition of Blue Heron Fruit Gift Shippers in 2006 and again by acquiring Cady's Grove Fruit Shipper in 2010.

Growth was slow but steady during the years prior to the economic downturn at the end of 2007. While Corporate Gift Purchasers fell off, increased sales to other market segments made up for the loss in sales. Corporate Holiday Gift purchases have recently increased with a substantial Corporate Meeting Gifts purchase that took place in January, hopefully a good sign of the return of this market segment.

Reasons For Selling:

Frustrated by being unable to finance the opportunities for faster growth, Nancy and I have decided to retire.

Current Size

Annual Sales: \$160,000.00

Staff: For much of the year, Nancy and I run the business without help other than an occasional Saturday retail-clerk for the store that allows us time off for other pursuits. From mid-November to January, part-time help is employed in the store and to help with citrus orders.

Store/Warehouse: The retail store is less than 1000sf, a portion of which is the bakery. Additional storage and all shipping is from our residence. While in-person, telephone and mailed citrus orders are taken at the store, the orders are all processed on a computer located in our home office. Gift Baskets and food items for orders to be shipped are collected from the store and packed for shipment at our home facility.

Investment:

Sixteen years on the part of Nancy and 10 years by myself, a substantial part of which was without compensation, to develop and grow the business to this critical time where it is profitable and large

enough to be the basis of a much larger enterprise. The value of that investment of time is difficult to pinpoint but the quality of our vested knowledge and experience might be summarized here: Nancy brought her talents as an artist and Gourmet Foodie (employed by Hallmark Cards Inc. Art Department in Kansas City, as an independent free-lance artist in Chicago and then owner /operator of a gourmet cookware and food stuffs store in Darien, CT where she also personally acted as Cooking Instructor in French and Chinese Cuisines).

After several years of sales experience and attaining positions of Marketing Director at three national educational publishing companies then Vice President of Esquire Educational Publishing Group, NY, I then owned and operated Learning Systems Corp of Connecticut . Subsequently because of my intense interest in and knowledge of foods, owned and operated Favorites, a restaurant in New Haven CT.

In addition to cost of the store build-out, the 100+ page web site and the equipment (listed below), \$60,000.00 was paid for the two Citrus companies purchased along with their valuable client lists.

Equipment Owned:

Blodgett Professional Oven

Hobart Mixer

Stainless Steel Worktable and Sink

Grease Trap

4 Freezers

2 Cuisinart Food Processors

Kitchen Aid Table Top Mixer

Misc. Sheet Pans and other Utensils

2 Computers with Printers

Software Programs for Retail Shop and Citrus Business

2 .com registered names, Floribbean.com and Floribbean Flo's.com

Multi-Page Web Site with 30+ first page organic search rankings on Google and Bing for key words important to internet sales.

Some Of The Opportunities For Potential Growth:

Best potential is the development of Multiple locations within Florida serviced by a central kitchen/warehouse. An obvious choice would be semi-permanent kiosks in Shopping Malls and airport locations in Tampa, Orlando, Miami, Ft. Lauderdale and Palm Beach featuring counter sales of **Flo's Favorite Florida Foods**. Key Lime Pie by the slice and whole, Tropical Cookies, Cupcakes and Muffins, HoneyBell Orange and other cakes by the slice and whole, Key Lime Piesicles, Gift Packs of Key Lime Marmalade, Orange Blossom Honey Jelly, Meyer Lemon and Key Lime Oils, Key Lime Mustard Sauce and other Floribbean Sauces plus seasonal sale of Florida Citrus and year-round sale of Gift Baskets.

Multiple Locations identified on the web site will also lead to expanded sales of Corporate Meeting Gifts as well as Gift Baskets for delivery to individuals in those locations.

Professional Search Engine Optimization and Adword advertising assistance for the web site will lead to increased sales.

When the economy recovers, the Corporate Gift sales as well as store and internet sales can reasonably be expected to increase as well.

Price:

We will sell to the highest offer received by September, 2012 if that bid is acceptable.

Business Brokers will be responded to ONLY if they come with a verifiable, qualified client who will present a signed statement of their interest in purchasing Floribbean Flo's. Brokers must divulge in

writing who they represent in the possible sale and what commission will be expected at closing, paid by whom prior to any further exploration or negotiation.

Jim Renko