

AT&T Wireless Phone & Service Provider | 9 Gorgeous Stores!
Best Locations in the Area | Reputation for "Flawless" Customer Service
Northwest Arkansas

Financials

Asking: \$1,950,000
Gross: \$2,381,414
Cash Flow: \$555,528
FF&E: \$161,337 (included in Asking Price)
Inventory: \$360,000 (not included in Asking Price)

Business Summary

Established in 1996, this business opened its first location in the state of Arkansas in 1999. Since then it has grown to nine stores throughout the Northwest Arkansas metroplex, all of which are showcase quality and situated in some of the best commercial locations available.

This business is an exclusive provider of AT&T Wireless mobile phone handsets, accessories and service, and has been a leader in sales since its inception. The business averages twice the number of units sold per door as the average dealer (activations and/or upgrades). The primary organizational strength of this business is its comprehensive training program, which motivates sales associates to strive for "flawless" customer service.

The bulk of this business' customer base is comprised of individuals and families, with approximately ten percent of sales attributed to small business accounts. This business has done minimal advertising to date, with its website and local directory listings being its main marketing efforts. It does benefit from national AT&T Wireless ad campaigns, and co-op advertising programs are available.

The seller has pursued a strategy that emphasizes the beauty, quality and location of its stores. The nine locations of this business are by far the nicest in the area, and are frequently mistaken for AT&T Wireless corporate stores.

General Information

Employees: 32 FT; 8 PT

Facilities: The business currently operates out of nine locations throughout a two-county area of Northwest Arkansas. The smallest store is approximately 900 square feet, while the largest store boasts a 2,000 square foot showroom. All stores have been updated within the past two years, with the two newest stores opening just recently in 2009. The seller has chosen each location with care, and has pursued a strategy of making sure all stores are situated in upscale, standalone strip malls with high traffic and excellent visibility.

Market Outlook

Competition: AT&T Wireless corporate stores, which number four in the area, are the main competitors for this business. There is one other dealer/agent with a similar number of stores in the area, but it does half the gross adds as this business, and its physical locations are much less desirable (i.e. no reinvestment into existing stores).

Growth/Expansion: This business has many opportunities for growth by selling additional AT&T products and services, including the iPhone (coming to stores any day!), Android phones, landline and Internet service, The Dish satellite television, and the U-verse TV, high-speed Internet and digital home phone service. The seller estimates that incremental sales from the iPhone alone could increase this company's monthly gross by 20 percent!

Other areas of growth include leveraging the corporate website, building list marketing campaigns from an extensive internal database, and instituting referral programs. There may also be additional acquisition opportunities in the immediate area.

If you've never heard of Northwest Arkansas, we have one word for you – Walmart! In fact, several Fortune 500 companies call Northwest Arkansas home, including Tyson Foods, J.B. Hunt Transport, and the world's largest retailer. Walmart's prominence has brought the national spotlight to Northwest Arkansas, which continues to receive high rankings in national surveys like "Most Livable City" and "Fastest-Growing & Best Performing Economy." The area was also recently named one of the "Top 25 Recession Resistant" parts of the country. Northwest Arkansas is ideally situated in the geographic center of North America and surrounded by the natural beauty of the Ozark Mountains. With the University of Arkansas in Fayetteville, a new minor league baseball team in Springdale, and a world-class art museum opening in Bentonville, Northwest Arkansas offers an enviable (and affordable) lifestyle in a business climate that offers both economic opportunity and stability.

About the Sale

Support/Training: Seller will provide 30 days of training at no cost. Anywhere from one to three loyal and experienced managers may be willing to stay on with a new owner.

Reason Selling: Other business interests

Listing Info

Listing #1198

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