

Hints for Buying an Established Business: Sales

- What is the sales pattern year by year and month by month? Is the pattern seasonal or related to some business cycle? This is particularly important in times of economic recession.
- Check that existing stock does not include old or unsaleable items. Also check that the stock level has not been run down. A low level of stock will mean you need additional finance to build up to a reasonable trading level.
- Will you be able to continue buying from existing suppliers?
- Will you be able to increase sales with current resources?
- Are new developments going to be commenced or open in a nearby location, which could affect your trade? Remember that any new business is an extra competitor.
- Is the business expanding, decreasing or remaining static?
- What are the unique competitive advantages of the business?
- Do a small percentage of customers represent a large percentage of sales?

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