

## MARINE BUSINESS FOR SALE

### A WELL-RENOWNED BRITISH BOAT BUILDER & BRAND

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<b>Ref No:</b>	FPM67680
<b>Description:</b>	A long-established and market-leading GRP boat manufacturer.
<b>Location:</b>	UK
<b>Guide Price:</b>	Expressions of interest and offers invited.

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#### Opportunity Overview

First Peninsula Marine is pleased to bring to market this long-established and well-renowned British boat builder which enjoys a prominent position at the forefront of the UK leisure marine industry. With an impressive history and strong current market appeal, its boats have a solid reputation for quality and reliability, seaworthiness, and recognised design styling, together with excellent after sales support.

A combined total of over 15,000 new GRP boats have been manufactured under this heritage British marine brand during the past 50 years, with boats being sold directly to a loyal and increasing customer base or distributed via its strategically appointed dealer network both in the UK and overseas. The business has consistently adopted the strategy of reinvesting into product range development and the evolution and marketing of its brand positioning. In 2023 there was a successful launch of a new flagship model which is generating particular interest from boaters moving from sail to power. These boats have little immediate competition and represent a strong area of growth for the builder and the potential for increasing exports across Europe.

As well as the going concern business, which maintained strong sales and gross margins throughout 2023, the company has a strong order book for 2024. Included in the sale is all intellectual property including design rights, drawings, technical files and data, trading name and associated brand names, website and domains, copyright, and registered trademarks. All handover support and training will be provided to ensure a successful transition of ownership.

#### Contact Information

Offered for sale exclusively via First Peninsula Marine and no direct approach should be made. To protect the owner's commercial interests' confidential sales details are only available to NDA Registered Buyers.

For further information please email: [office@firstpeninsula.co.uk](mailto:office@firstpeninsula.co.uk) or call 0333 987 3122.

