

A Guide To Buying or Selling a Meal Prep Business



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About This Guide

All businesses go through ownership transitions. It is best to be prepared. Timing and the process you follow will also help the transition and optimize the price. How you approach selling, buying out a partner, buying in as a part owner, or buying a meal prep business can have a huge financial impact. If done poorly, it can create a huge amount of stress. If done well, it can relieve a lot of stress.

This guide provides an overview of the process. It is not designed to be all encompassing. It is designed to complement the consulting time we spend working on your specific situation, circumstances, and questions. The guide is organized around the following topics:

A. When is the Right Time to Sell

We discuss how to evaluate your circumstances and the market circumstances to ensure that you get the best return for your investment.

B. How to Find a Buyer

We discuss how to analyze who the most likely buyer for your business will be and the best ways to make these buyers aware of your “business opportunity”.

C. Business Valuation

We discuss the subject of business valuation and give some simple examples of how the experts calculate the value of a business.

D. How Long Does It Take

We discuss the process, the steps involved, and typical timelines.

E. The Role of a Business Broker

A large percentage of businesses of this type are bought and sold through business brokers. In this section, we discuss how to decide whether to use a broker, how to find one, and what one should expect.

F. Buying Out a Partner

This can be a much less painful process if you keep some of the principles discussed in this section in mind.

G. Buying a Meal Prep Business

We discuss the questions to ask and areas to focus on.

H. Buying In as a Part Owner

We discuss some of the pitfalls to watch out for.

Appendices

We provide examples of other stores that have sold and examples of pricing as well as other references.

Bert Vermeulen, who has over 25 years of practical experience building businesses, buying businesses, and selling businesses, is the primary author of this guide. Since early 2004 he has been involved in the buy/sell process for over 25 meal prep businesses. For more information about his background, see Appendix C.