**OFFER MEMORANDUM**

# **MARKETPLACE CONTENT**

Website Closers® presents a dynamic enterprise that operates two synergistic entities within the booming aftermarket automotive lighting sector. This business has established a formidable presence on renowned e-commerce platforms, successfully capturing a significant share of the U.S. automotive aftermarket lighting market. Offering an extensive assortment of premium headlights, taillights, and fog lights, the company has adeptly positioned itself to meet the diverse needs of its clientele, which includes end users, body shops, and collision centers.

Utilizing a hybrid inventory model, this business seamlessly integrates stocked inventory with drop shipping strategies, ensuring a robust and flexible supply chain. By leveraging high-quality products sourced from the US, China, and Taiwan, the company maintains a competitive edge in the market. Their sophisticated inventory management system guarantees efficient operations and supports their ambitious growth objectives, such as increasing their eBay sales by 40%.

One of the key strengths of this enterprise is its strategic focus on digital platforms, with a predominant portion of sales generated through Amazon. By employing targeted advertising campaigns and including detailed specifications like part link numbers and OEM numbers, the company effectively appeals to professional buyers, enhancing its market penetration.

In terms of growth opportunities, the company is primed to expand its eCommerce footprint further and tap into direct sales channels. By targeting local markets and increasing direct sales to collision centers, the business is well-positioned to capitalize on the projected growth of the $7.57 billion automotive aftermarket lighting industry. With no significant seasonality affecting sales and a consistent update cycle for its nearly 20,000 SKUs, this enterprise stands out as a reliable and versatile supplier.

The dedicated managerial team, efficient operations, and strategic market positioning make this business a compelling acquisition target. With significant potential for scaling and a proven track record of success, this company offers an exceptional opportunity for buyers seeking to enter or expand within the lucrative automotive aftermarket sector. Contact Website Closers® today to learn more about this thriving business opportunity and explore the potential for sustained growth and profitability.

## Key Valuation Points

* Established Dual Brand Presence
* $350k Current Inventory Value
* 90% Sales Through Amazon
* $7.57 Billion Market Size (2023)
* 5% Repeat Customer Rate
* Nearly 20,000 SKUs Available
* 5,000 Sq Ft Warehouse

# **COMPANY INTRODUCTION**

This presentation contains confidential information about Alligator Auto Lights and Concept Auto Lights, two dynamic entities thriving in the aftermarket automotive lighting industry. Headquartered in Cranbury, NJ, these businesses have carved a niche in the expansive US automotive aftermarket lighting market, offering a broad spectrum of high-quality headlights, taillights, and fog lights. Through strategic utilization of major e-commerce platforms like Amazon, eBay, and Walmart, alongside their dedicated websites, Alligator Auto Lights and Concept Auto Lights have established a formidable digital presence that caters to a wide array of consumers.

The companies operate with a sophisticated hybrid inventory model, seamlessly integrating stocked inventory with drop shipping methodologies. This operational strategy ensures a consistent supply of superior products sourced from the US, China, and Taiwan, all managed through the advanced SellerCloud software. This efficient model supports their strategic objectives, including a targeted 40% increase in eBay sales, reflecting their commitment to scalable growth.

Alligator Auto Lights and Concept Auto Lights' product offerings are distinguished by CAPA Certification, which enhances their appeal to professional clients such as collision centers and insurance companies. This certification, coupled with their meticulous attention to product listings that include part link numbers and OEM numbers, positions them as a preferred supplier among professional buyers.

A notable strength of the business is their extensive catalog, featuring nearly 20,000 SKUs, with a substantial portion available on Amazon. This vast inventory, regularly updated to reflect vendor availability, underscores their versatility and reliability within the competitive landscape of the automotive aftermarket lighting sector.

With a solid e-commerce infrastructure and a diverse supplier network, Alligator Auto Lights and Concept Auto Lights are poised for continued success. Their strategic focus on enhancing direct sales channels and leveraging local market opportunities offers significant growth potential. This business represents a compelling opportunity for a buyer seeking to invest in a robust and lucrative industry, with promising prospects for expansion and increased market share.

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## Scaling Opportunities

* Optimize eBay sales strategy to capture a larger market share.
* Enhance direct sales to collision centers and establish exclusive partnerships.
* Expand geographically by setting up satellite distribution centers.
* Leverage CAPA certifications to attract high-value clients such as insurance companies.
* Integrate advanced eCommerce tools for efficient operations and decision-making.
* Explore digital marketing avenues, including social media and influencer collaborations.
* Enhance customer engagement through personalized marketing and loyalty programs.

# **COMPANY OVERVIEW**

Website Closers® presents a thriving business operating two distinct entities that specialize in the aftermarket automotive lighting sector. With an established foothold in the expansive US automotive aftermarket lighting market, this company offers a diverse range of high-quality headlights, taillights, and fog lights through renowned e-commerce platforms like Amazon, eBay, and Walmart. Their robust digital presence is further supported by dedicated websites, attracting a wide consumer base.

This enterprise employs a hybrid inventory model, efficiently combining stocked inventory with drop shipping strategies. This approach ensures a steady supply of top-tier products sourced from the US, China, and Taiwan, while maintaining a well-organized warehouse system managed through advanced SellerCloud software. The products, accredited with CAPA Certification, cater to a variety of clients, including collision centers and insurance companies, thereby broadening their market reach.

With a significant portion of sales driven by Amazon and a strategic focus on bolstering their eBay presence, the business capitalizes on precise advertising campaigns to maximize cost-efficiency. Their listings are meticulously crafted to include part link numbers and OEM numbers, enhancing appeal to professional buyers and ensuring seamless integration into their procurement processes.

A pivotal feature of their operation is the vast array of nearly 20,000 SKUs, with a significant portion available on Amazon. This extensive catalog, combined with a consistent update cycle, positions the company as a versatile and reliable supplier in the competitive automotive aftermarket lighting landscape.

Business Broker Takeaways:

1. \*\*E-commerce Dominance:\*\* The company leverages major platforms like Amazon and eBay to drive sales, accounting for a substantial portion of their revenue. This strong online presence offers a stable foundation for further growth and expansion into direct sales channels.

2. \*\*Operational Efficiency:\*\* With a hybrid inventory model and a sophisticated inventory management system, the business maintains an agile and efficient operation. This framework supports their strategic goal of increasing eBay sales by 40%, showcasing their potential for scalable growth.

3. \*\*Growth Potential:\*\* The company is well-positioned to exploit growth opportunities in the automotive aftermarket lighting industry, valued at $7.57 billion in 2023. By enhancing their eCommerce strategies and targeting local markets, they are poised to expand their market share and revenue streams significantly.

In summary, this business represents a compelling opportunity with its solid e-commerce infrastructure, diverse supplier network, and promising growth prospects in a robust and lucrative industry.

## Company Summary

This dynamic enterprise operates within the aftermarket automotive lighting sector, offering an extensive range of high-quality lighting products, including headlights, taillights, and fog lights. With a substantial presence on major e-commerce platforms like Amazon and eBay, as well as dedicated websites, the company has established a robust digital footprint that caters to a diverse customer base. This includes end users, body shops, and collision centers, all benefiting from the company's commitment to quick and reliable product delivery.

Employing a hybrid inventory model, the business efficiently navigates the complexities of stock management by combining imported products with domestic drop shipping. This strategic approach ensures a consistent supply of top-tier lighting solutions, bolstered by CAPA Certification, which is particularly appealing to collision centers and insurance companies. SellerCloud software underpins their inventory operations, supporting a streamlined workflow and enhancing the company's operational efficiency.

The enterprise is strategically positioned for growth in a burgeoning $7.57 billion market. With a strong foundation in e-commerce, the company is set to expand its reach by enhancing its online strategies and exploring direct sales opportunities. The focus on increasing eBay sales and leveraging their established websites further underscores their potential to capture a larger market share. This business opportunity is ideal for those seeking to invest in a company with a solid infrastructure, diverse supplier network, and promising growth prospects in the automotive aftermarket industry.

# **FACTS SHEET**

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| --- | --- |
| Established Dual Brand Presence | 5% Repeat Customer Rate |
| $350k Current Inventory Value | Nearly 20,000 SKUs Available |
| 90% Sales Through Amazon | 5,000 Sq Ft Warehouse |
| $7.57 Billion Market Size (2023) |  |

# **ABOUT US**

Welcome to Alligator Auto Lights and Concept Auto Lights, where we illuminate the road ahead with top-tier aftermarket automotive lighting products. With a strong foothold on major e-commerce platforms like Amazon and eBay, alongside our dedicated websites, we offer an extensive range of headlights, taillights, and fog lights to cater to end users, body shops, and collision centers across the nation. Our operations are strategically headquartered in Cranbury, NJ, where we manage an efficient hybrid inventory model, blending imported stock with domestic drop shipping. This allows us to maintain a robust stock of high-quality products from the US, China, and Taiwan, ensuring quick delivery and maximum customer satisfaction.

Driven by a commitment to quality and innovation, our CAPA Certified products are meticulously curated to meet the needs of professional buyers and insurance partners. Our dynamic team, backed by cutting-edge tools like SellerCloud and Helium 10, works tirelessly to enhance our product listings and streamline inventory management. As we continue to expand our e-commerce presence and forge direct sales relationships with collision centers, we remain dedicated to delivering exceptional value and service. Join us as we light the way to a brighter, safer driving experience.

# **KEY METHODS TO SCALE**

The scaling potential for Alligator Auto Lights and Concept Auto Lights is firmly rooted in their robust e-commerce presence and the expansive opportunities within the US automotive aftermarket lighting sector. With a dynamic foundation already in place, the path to scaling involves leveraging existing strengths while strategically exploring untapped markets and advanced technological integrations.

\*\*Optimizing E-commerce Platforms:\*\*

Currently, the bulk of sales—90%—are generated through Amazon, with aspirations to significantly increase the eBay sales segment. A focused effort on refining eBay listings using SEO and strategic promotions will be instrumental in achieving a 40% increase in sales. Additionally, enhancing the user experience on their dedicated websites, www.autolightstore.com and www.conceptautolights.com, will enable direct engagement with customers, reducing dependency on third-party platforms and increasing profit margins.

\*\*Expanding Direct Sales Channels:\*\*

The business can expand its customer base by increasing direct sales to collision centers. This involves cultivating partnerships with local body shops and insurance companies, offering them exclusive deals or bulk purchase discounts. Establishing a dedicated sales team to focus on B2B relationships can ensure a steady flow of high-value orders, thereby diversifying revenue streams.

\*\*Geographical Market Expansion:\*\*

Venturing into untapped local markets presents a substantial opportunity for growth. By strategically placing satellite distribution centers in key regions, the business can improve delivery times and reduce shipping costs, enhancing their competitiveness against local competitors. This approach not only accelerates market penetration but also solidifies the brand's presence across the US.

\*\*Capitalizing on Product Certifications:\*\*

The company's CAPA Certified products provide an edge in the market, particularly among professional buyers who require guaranteed quality and reliability. By highlighting these certifications in marketing campaigns and product listings, the business can attract more high-value clients, including insurance companies and large collision centers.

\*\*Technological Enhancements:\*\*

Implementing advanced eCommerce tools and analytics, such as AI-driven inventory management and predictive sales modeling, will optimize operations and allow for more informed decision-making. Leveraging Helium 10's capabilities to enhance listing quality and SellerCloud for efficient inventory management can further streamline operations, thus reducing overhead and increasing scalability.

\*\*Innovative Marketing Strategies:\*\*

With no current social media engagement, the business can explore digital marketing avenues such as targeted social media advertising, influencer partnerships, and content marketing. These strategies can enhance brand visibility and drive traffic to their websites, ultimately increasing sales conversions.

The foundation laid by the current owners positions the business for robust growth. By adopting a proactive approach focused on market expansion, technological integration, and strategic partnerships, a new owner can unlock immense potential to scale the business, transforming it into a leading force in the aftermarket automotive lighting industry.

# **INDUSTRY OVERVIEW**

The automotive aftermarket lighting industry is experiencing robust growth as consumers and businesses seek high-quality, cost-effective alternatives to OEM lighting solutions. This sector offers a wide range of products, including headlights, taillights, and fog lights, catering to diverse customer needs ranging from aesthetic enhancements to essential replacements for vehicle safety and functionality. As of 2023, the US automotive aftermarket lighting market is valued at $7.57 billion, reflecting the increasing consumer demand for vehicle personalization and the rising number of vehicles on the road.

The industry benefits from advancements in lighting technology, such as LED and HID systems, which offer superior performance and energy efficiency compared to traditional halogen lights. This technological evolution is driving significant consumer interest and encouraging businesses to expand their product offerings to meet the growing demand. The market is also characterized by a shift towards online sales, with major e-commerce platforms like Amazon and eBay playing a crucial role in product distribution. This digital transition allows businesses to reach a broader audience and streamline operations, enhancing customer convenience and satisfaction.

CAPA Certification is increasingly important in the industry, ensuring that aftermarket parts meet or exceed OEM standards. This certification is particularly appealing to collision centers and insurance companies, who require reliable and compliant products for vehicle repairs. Businesses that offer CAPA Certified products can capitalize on this demand, securing partnerships with professional buyers and expanding their market share.

The competitive landscape features key players such as AKKON, carparts.com, and ACANII, who offer a wide range of aftermarket lighting solutions. Companies in this sector differentiate themselves through product quality, customer service, and strategic marketing efforts. The focus on e-commerce and direct-to-customer sales channels provides a significant opportunity for growth, particularly for businesses that can effectively leverage digital marketing strategies to enhance their online presence.

One of the notable trends in the industry is the growing importance of direct sales to collision centers and the potential for local market penetration. By establishing relationships with these centers and offering direct delivery services, businesses can ensure quick turnaround times and build long-term customer loyalty. Additionally, the integration of advanced inventory management systems and tools like SellerCloud and Helium 10 enables companies to efficiently manage stock levels, optimize listings, and improve overall operational efficiency.

With no significant seasonality affecting sales and a steady demand for replacement lighting products, the automotive aftermarket lighting industry represents a lucrative opportunity for businesses with robust e-commerce foundations and diverse supplier networks. As consumers continue to invest in vehicle upgrades and replacements, the industry is poised for sustained growth, driven by technological advancements and the increasing preference for online shopping.