

THEDRAGONSHOARD.CO.UK

GBP 12,500 - COMPLETE

REASON FOR SELLING

The 'about' page of the website gives the history of The Dragon's Hoard. It was always an adjunct to the main business, but has now become a fairly busy website in its own right. Why then, is the business for sale?

The owner of the business is not far from retirement; he wishes to divest himself of the majority of his businesses before that date. The website could be expanded, and it would be expected that the future owner would go down that route, but because of the ever reducing time scale, it is felt that a sale would be the best course of action. The price has, it is believed, been set to make the proposition a good buy.

WHAT'S INCLUDED?

STOCK

Approximately £20,000 of stock at *retail* value. Retail has been used instead of cost because of the rarity of some of the items. Prices have, wherever possible, been checked against the going rate on amazon.co.uk. Where this has not been possible, prices have been checked against amazon.com. A number of items are so rare that they do not even appear on this latter website, so a best guess has been made. A full stock listing, showing category, description, price, and quantity will be supplied to serious enquirers, and which also shows the total value.

DOMAIN NAME

The domain name thedragonshoard.co.uk is included. A fair number of role playing games retailers use this name, so that it has a value in its own right. The name was first registered on 25th. August 2007. The domain name will be transferred to the new owner.

REGISTERED BUSINESS NAME

The Dragon's Hoard is a Registered Business Name (RBN) in Jersey. It was registered on 5th. July 1991, and will be transferred to the new owner. Although an RBN prevents a similar name being used in Jersey, it does not restrict its use in other jurisdictions. The ownership of an RBN does mean that the new owner should be protected from arguments over the use of the name.

WEBSITE

A fully functioning, operational, website is, with the stock, the main component of the sale. It comes with all stock loaded, and facilities for the acceptance of credit cards through the PayPal company. Use of PayPal means that the site is in compliance with the latest credit card handling regulations. Any part of the website referring to the current owner will be amended to whatever the new owner requires.

LOGO

The dragon logo was commissioned by the current owner and is unique to the firm, which has the copyright on the drawing. Unfortunately the original ink drawing has been mislaid, but it survives in digital form. It will become the property of the new owner.

HOSTING

The vendor will, if required, provide website hosting for the new owner for a period of one year. After that, hosting may be continued at commercial rates.

AMAZON MARKETPLACE

As well as the stock being on the Dragon's Hoard website, where possible it has been listed on Amazon marketplace (only, at this time, the British site, because we do not have the time to deal with international post through Jersey Post). This will, we feel, give a wider exposure.

LAPTOP COMPUTER

A laptop computer, loaded with all stock and on-line shopping software, is included. This computer is used for website maintenance.

FULL OPERATING INSTRUCTION BOOK

An illustrated guide to all aspects of the e-commerce system written in understandable language, will be supplied.