



## **ABERCORN BUSINESS SALES** **SUCCESSFULLY SELLING YOUR BUSINESS**



**Premier Adventure Park and Virtual Reality Arena Business for Sale. This is a financially strong business with a 7-year high attendance, the park continues its growth.**

Plymouth

**Asking Price: £750,000**



**Annual Turnover** : Circa £1,200,000 per annum.

**Net Profit** Circa £200,000 per annum.

**Gross Profit** £500,000 per annum.

**Net Assets** £250,000.

**Annual Visitors:** More than 100,000 customers each year.

**Key Opportunities:**

- Established profit making business.
- Perfect for kids' engagement
- Strong Community
- Iconic Location in Plymouth
- Open seven days a week

**Business Profile:**

**Adventure Park and Virtual Reality Arena.**

Located in an iconic building in Plymouth, this Adventure Park and Virtual Reality Arena has been established since 2017 and welcomes over 100,000 customers each year. With over 25,000 square feet of equipment, including trampolines, inflatables, Virtual Reality plus, much more, all aimed at providing enjoyment for children of all ages.

**The Adventure Park**

Sessions are offered by the hour, with fun after-school clubs and great evening discos on Friday and Saturday nights.

**Great Family-Friendly Café**

Open 7 days a week, the family-friendly 100-seat customer Café offers food and beverage for adults and children in a fun and friendly atmosphere.

The café will seat over 100 customers, with a great snack menu and a wide range of drinks for all the family. Offering a great selection of light lunches to family experience deals. All are reasonably priced while maintaining excellent quality and service. There is plenty of room to sit and eat with the kids.

**Birthday parties.**

The café at the Adventure Park and Virtual Reality Arena is great for children's birthday parties with the staff being welcoming and there is a great range of food and drink for the birthday parties.

**Virtual Reality (VR) Arena.**

The Virtual Reality arena experience opened in January 2023 and uses the latest equipment and

technologies in the dedicated Virtual Reality room. Virtual reality is a simulated experience that can be similar to or completely different from the real world. One of the main applications of virtual reality is video gaming, which is provided at the Virtual Reality Arena.

All the experiences are sensory and generate realistic images, sounds and other sensations that simulate the physical presence in a virtual environment. Virtual reality incorporates amazing auditory and video feedback which truly allow you to feel like you are somewhere else.

### **Full arenas hire and party/group packages.**

Space is available for large groups of friends, families, or colleagues eager to have an amazing team-building experience. Age-appropriate games are offered with a range of games for beginners and seasoned gamers ages 7 years and above.

### **Full arena hire packages are available on request.**

The sessions are for 1 to 6 players, wishing to spend quality time with family and friends in Plymouth's premier adventure park and Virtual Reality arena.

**Financials:** The Asking Price for the business is £750,000, this includes net assets of £250,000, an annual turnover of circa £1,200,000 per annum, Gross Profits of £500,000 Per annum, and Net Profit Circa £200,000 per annum.

**Staffing:** The company benefits from 5 full-time onsite staff plus 20 zero-hour contract marshals. All staff receive training. The business has a general manager and sales and marketing manager who are key employees of the business and run it on a day-to-day basis.

**Business Hours:** 10 AM – 7 PM seven days a week.

### **Premises Details**

**Leasehold:** 2532 square meters. (Approximately equal to 27254.23 square feet).

Fully fitted: Trampolines, Air Bag, Giant Inflatable, Foam Pit, Mini Ninja, Music, Disco Lighting, Inflatable Obstacle Course, Trampoline Park, Interactive Wall, and Virtual Reality Arena

**Parking:** The Adventure Park and Virtual Reality Arena benefit from ample parking.

**Marketing:** Google, and social media marketing platforms like Facebook, TikTok, Instagram and Snapchat promote the Adventure Park and Virtual Reality Arena and interact with customers via comments and showcases the Adventure Park and Virtual Reality Arena.

**Opportunity for further growth:** There is ample opportunity for further profit growth to £300,000 a year and further expansion. A membership scheme could be introduced, as could adding further additional technology. The business has just recently had its best daily sales of £10.7K.

**Support and training:** The current owner is committed to a smooth transition to ensure continued success under new ownership and is happy to remain for an extended period if need be.

**Reason for sale:** Due to personal reason.

**Next Step:** You will need to fully complete our Confidentiality Agreement



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## **Next Steps & Contact**

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