

拥有 30

年历史的英国文化协会认





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这是一家历史悠久、声誉卓越的英语语言教学（ELT）机构，位于英格兰东部一个历史悠久的集镇，毗邻著名的大学城。凭借 30 多年的经营历史和英国文化协会的认证，该公司得益于强大的国际代理关系、持续的学生需求以及成熟的现金生成模式。

主要亮点

- 诱人的财务业绩：153 万英镑的营业额，43 万英镑的营业利润（28% 以上的利润率），89.7 万英镑的毛利润（58.5% 的利润率），显示了强大的盈利能力和运营效率。
- 现金状况良好：银行存款达 48.7 万英镑，支持财务稳定和未来增长计划。
- 独特的市场 ~~XXX~~ 行动：是镇上唯一的英语语言教学机构，竞争优势明显，当地没有直接竞争对手。
- 成熟的全球网络：200 多家国际代理，重复预订率高；学生通常提前付款，支持强大的营运资本动态。
- 交钥匙运营：经验丰富的管理团队到位，业主参与程度最低，确保平稳过渡和可扩展性。
- 不断增长的青少年市场：儿童和青少年学习者计划势头强劲，是未来增长的主要动力。
- 直接成本协同效应：通过优化与业主相关的成本，新业主每年可节省 13.5 万英镑-20 万英镑。

发展机遇

- 伊拉斯谟计划扩展（2027 年）：启动教师培训课程，第一年可能创收 5 万英镑。
- 学生融合课程：将参与率从 9% 提高到 20%，可实现 c. 学生的参与率从 9% 提高到 20%。额外收入 17.5 万英镑，对基础设施的要求极低。
- 住宿优势：扩大寄宿家庭网络，并得到当地新住房开发项目的支持；资本支出低（约 1 万英镑）。
- 营销与活动：增加对研讨会和会议的参与，每年可增加 1 000 个学生周（约 70 万英镑的收入），投资有限（约 1.5 万英镑/年）。
- 辅助收入流：高利润的追加销售机会，包括活动、游览和社交项目。
- 定价策略：继续增加年费（约 8%）可在未来三年内带来 10 万英镑以上的增量收入。

TARGET PRICE

\$ 0

GROSS REVENUE

\$ 897,000

EBITDA

\$ 430,000

BUSINESS TYPE

教育/学校

COUNTRY

英国

BUSINESS ID

L#20261024

- 扩容：可能租赁附近的房舍，每周可增加多达 100 名学生（增加多达 5000 个学生周/约 300 万英镑的收入）。
- 学生宿舍投资：每年适度投资（约 3 万英镑），以改善住宿条件，确保团体重复预订。

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