



~ **FOR SALE** ~

EQUILIBRIUM

Established 1984

The world's most successful kinesiology supplies business

From humble beginnings in 1984 selling one book and two charts, Equilibrium has grown to become the go to kinesiology shop selling a wide variety of books and manuals, charts, essences, kits and accessories for Kinesiology practitioners, teachers, students and the public.

- ✓ **Well established international mail order business of 40 years**
- ✓ **Publishing rights to dozens of kinesiology books, manuals, charts, CDs and DVDs**
- ✓ **Fully functioning modern, online trading website of over 1000 products - www.kinesiologyshop.com**
- ✓ **Established, targeted database/mailling list with thousands of national and international customers and subscribers**
- ✓ **World's first and longest running Kinesiology Directory - Australia Kinesiology Directory est. 1989**
- ✓ **Highly respected business with unsurpassed reputation for personal service, attention and efficiency**

Equilibrium is currently a full time business yet there are flexible options. There is the potential to run the business as a dynamic part-time enterprise, however there is an even greater opportunity to upsize and expand via the current website platform and the use of social media - both of which have not been fully utilised to date.

Equilibrium has continued to grow over the years, and currently functions merely with day to day running and administration and there is solid potential for further growth.

- **Would suit a sole trader willing to employ part time help or a couple / partnership**
- **The new custodian/s will enjoy providing exceptional customer service and relish the challenge of running a highly specialised yet varied business in an organised and efficient manner.**
- **Excellent people skills are essential in dealing with customers, suppliers and authors.**

[The History of Equilibrium](#) click to view

www.kinesiologyshop.com

GENUINE Expressions of Interest are now being accepted

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