



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



## **Well-Established Independent Fishmongers -Retail, Wholesale and E-Commerce Trade Business for Sale**

Surrey

**Asking Price: £150,000**

Reference: CFR-004 | Confidential Memorandum

**Turnover:** circa £540,000 a year

**Gross Profit:** circa £210,000 a year

**Net profit:** circa £112,000 a year

**Net Asset value:** circa £74,500

**The value of the Equipment is circa £70,000. All the equipment is under warranty with most being less than 1 year old only.**

**Reason for Sale: Retirement Sale!**

### **Business description.**

This is an excellent opportunity to acquire a traditional fishmonger serving a retail, wholesale, and internet clientele, prominently situated in the heart of an affluent market town. This is a truly fully set, turnkey opportunity with an income stream from week one.

Surrey benefits from several Michelin stars and AA Rosettes awarded fine restaurants plus Gastro Pubs which provide an excellent wholesale opportunity, together with public shopping locally and supporting small businesses.

The Fishmonger is perfectly located in the mixed-use character location in the conservation area of a historic market.

The success of the business is based on the high-quality produce, the knowledgeable and experienced staff, the homemade produce, fresh fish and artisan products for sale.

Customers can browse the excellent website for fish delivery and explore all the offerings on the user-friendly intuitive website. The business is committed to providing our customers with fresh, restaurant-quality fish, which has been expertly picked and prepared.

All our fresh seafood is caught and landed straight to us by the skilled fishermen we work with across Devon and Cornwall, so customers can get fresh fish from delicious family favorites to luxury prime cuts.

The Business currently has 2 Garden centres setup as customers who are purchasing our fish to re-sell as freshly frozen. Both large centres, one of these is the biggest garden centre in Europe by Turnover (this is actually more lucrative than wholesale)

The business is known for its commitment to providing customers with the finest fresh fish, shellfish & chef-made dishes. 90% of all fresh fish and shellfish is sourced sustainably from Devon & Cornwall, to ensure quality from reputable suppliers.

### **Business reputation.**

The reputation of the business is first class, and the business boasts an impressive level of local repeat customers and referrals. The reputation of the wholesale supply to local restaurants and hotels is growing daily.

### **Location.**

The business is prominently situated in the heart of an affluent market town in Surrey.

**Suppliers:**

The business benefits from access to a number of reputable suppliers from the coastal fish markets, it also has good access to Billingsgate fish market when needed.

**Advertising and Social Media:**

The business takes advertising in the local newspaper and enjoys a popular social media Facebook Page with 9 reels, circa 603 likes, and 897 followers. This is growing week by week! Business also has Instagram following is 2400+, Recently business did viral April fools' video that was on Facebook, Instagram and Tik Tok and combined had over 60,000 views.

**Google Ratings and reviews.**

The company has excellent ratings and 19 reviews on Google, one of which made these comments, Outstanding customer service, vast and impressive selection offered, and not only of fish & seafood. The oyster I sampled was larger than I've previously had, and surprisingly tasty under its garnish ~ thoroughly enjoyed it, thank you. Will happily return and recommend it!

**Word-of-mouth recommendation**

Much of the trade has originated from word-of-mouth recommendations from friends, family, and neighbors.

**Website E-commerce.**

The business has invested significantly in developing a full e-commerce website.

Customers can choose their order of the freshest fish possible and pay online with a two-day delivery & collection turnaround. This allows the fishmonger time to order directly from the fish markets in Devon & Cornwall and have it prepared and ready for collection in-store.

**Company brochures.**

The business has company brochures for the wholesale trade.

**Email marketing.**

The business has over 10,000 email addresses for direct contact.

**Competition.**

There is no immediate competition within the area. There are other fishmongers, however these are at least 15 miles away.

**Technology used in the business.**

The business has invested in extremely expensive market-leading scales and Point of Sale system which is vital to the business for both retail and wholesale. This automates the entire process.

**Quality Assurance.**

All fish comes from MCS accredited suppliers.

## **Market outlook**

The market outlook is strong, the online offering is growing, and more and more customers are wanting to come in and talk to our fishmongers to learn more and understand the best way to cook their fish.

## **Excellent customer service.**

The solid team understands seafood, the seasonality of it in terms of what is good value and importantly advises customers on how to cook it.

## **Key strengths.**

The team, the location and the supply chain.

Key opportunities for a successful purchaser.

- To grow the wholesale market with more restaurants, gastropubs, and hotels, increase supplies to Farm Shops and local offices. Offer a service for workforces in the office space to save them a trip to the shop.
- Offer Sushi, this is extremely popular.
- Offer pre-made healthy lunches, the business has the heat sealer and lidding and the lidding machine healthy pre-made meals.
- Increasing the marketing many customers each week discovering the business, therefore the opportunity to increase turnover is massive.

## **Staffing:**

Two full time fishmongers. One part time

## **Property Information:**

Complete Refurbishment of the shop was done last year at a cost of £40,000

**Leasehold:** with 9 years remaining, with a break in 4 years' time.

**Annual rent:** £14,400

New Alarm and CCTV fitted throughout with remote monitoring.

All usual Services: Gas, Electricity, Water Main, Sewerage, Broadband

## **Business Hours:**

Tuesday to Saturday 8.30 – 4.30

## **Training and handover:**

The current owners will provide full training and handover to the successful purchasers.

## **Reason for sale:**

Retirement

**Next Step:** To Register Interest, you will need to fully complete our Confidentiality Agreement

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## **Next Steps & Contact**

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