



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



**E-commerce retailer of an exclusive range of Mid-Century-Modern Style  
Furniture Statement Pieces for home and office spaces.**

Fully Relocatable

**Asking Price: £30,000**

Reference: ECA-012 | Confidential Memorandum

**Asking Price:** Reduced to £30,000 - Quick Sale

**Projected Turnover:** £125,000

**Location:** Online Business Fully Relocatable

**Year of establishment:** 2018

**Key Selling points:**

High quality and sustainable furniture

Suitable for Home and office spaces

Superb Five Star Trustpilot Rating

Successful Ecommerce Retailer

Increase products offering

Explore the potential of pop stores

**Business Overview**

**Business Opportunity:** Premium E-Commerce Furniture Retailer

**Overview:** This is a rare opportunity to acquire a thriving Online E-Commerce Furniture Retailer specialising in an exclusive collection of Mid-Century Modern-style furniture. The business is renowned for its statement pieces, designed to bring a vintage yet stylish ambiance to both home and office spaces.

**Product Offering:** The company offers a curated selection of Mid-Century Modern furniture, perfect for customers seeking to infuse their interiors with timeless elegance. Each piece is meticulously crafted, combining vintage aesthetics with modern functionality, appealing to discerning clients who value both style and substance.

**Craftsmanship:** All furniture is handmade using premium exotic woods such as Zebrano, Rosewood, and Walnut. The materials are responsibly sourced from Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) certified suppliers, ensuring sustainability and ethical production practices.

**Product Range:** The extensive product line includes:

- Armchairs
- Bookcases
- Coffee Tables
- Desks
- Dining Chairs
- Dining Tables

- Mirrors
- Racks
- Side Tables
- Sideboards
- Sofas
- Bedside Tables

**Clientele:** The business caters to a diverse client base that values high-quality, sustainable furniture. This includes homeowners, interior designers, and businesses seeking distinctive, stylish furnishings for their spaces. The e-commerce platform allows customers to easily purchase from anywhere, making it accessible to anyone looking for superior furniture online.

#### **Unique Selling Proposition:**

- **Exclusive Designs:** Each piece embodies the essence of Mid-Century Modern style, with a focus on creating iconic statement pieces.
- **Sustainable Materials:** Commitment to using FSC and PEFC certified woods ensures that every piece is both luxurious and environmentally responsible.
- **Handcrafted Quality:** All products are handmade by skilled artisans, ensuring unmatched quality and attention to detail.

This business represents an exceptional opportunity for a buyer looking to enter the high-end furniture market or expand their existing portfolio with a well-established brand known for its quality, sustainability, and distinctive design.

#### **Primary Services:**

- **Drop Shipping Furniture:** Specialising in an exclusive range of Mid-Century-Modern Style Statement Pieces, the business caters to home and office spaces looking for a vintage yet stylish ambiance.
- **Curated Selection of Emerging Brands:** We partner with a select group of emerging furniture brands that share our passion for design, providing customers with a unique assortment of high-quality furniture.
- **Handmade Furniture Production:** We offer bespoke handmade furniture crafted from the most exotic woods available, including Zebrano, Rosewood, and Walnut.

#### **Specialty Services & Unique Offerings:**

- The business stands out by offering expertly curated mid-century designs and collaborating with emerging partner brands, including our in-house creations. This blend of high-quality craftsmanship and exclusive designs differentiates us from competitors.

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### **Clients and Market**

#### **Primary Target Market:**

- Our target market includes anyone seeking high-quality and sustainable furniture, with a particular focus on customers who appreciate the timeless appeal of mid-century-modern design.

#### **Client Base Overview:**

- We have established a strong online presence, selling our products through top online

marketplaces such as Etsy, Vinterior, eBay, and its own website. To date, they have achieved over 500 sales on Etsy alone.

### **Marketing and Advertising Efforts:**

- The marketing strategy primarily involves digital advertising through Instagram and Facebook. Additionally, the status as a "Star Seller" on Etsy provides us with promotional advantages on that platform.
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### **Competitive Landscape**

Main Competitors:

- House of Twenty
- Nest
- Wayfair
- West End

### **Competitive Advantages & Unique Selling Points:**

- The business prides itself on offering 5-star customer service and maintaining competitive pricing, made possible by low fixed costs.
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### **Post-Sale Involvement**

Transitional Support:

- The current owner is willing to provide transitional support to the new owner for a period of 2 months, ensuring a smooth handover of business operations.
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## Next Steps & Contact

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