



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



E-commerce Business Specialising in setting up fully functioning automated on-demand clothing brand businesses.

Relocatable

Asking Price: Offers Invited

Reference: ECA-013 | Confidential Memorandum

Establishment Year: 2020

Ownership Structure: Limited Company

Business Overview:

Specialises in setting up print-on-demand or manufactured clothing brands.

Services include brand and logo design, integration of designs onto clothing, website creation on Shopify, professional photoshoots, and social media set-up and management.

Partnerships with manufacturers in the United Kingdom and India to provide a comprehensive service.

There is a demand for the service as we get a steady flow of leads daily. We have a Facebook and IG ads blueprint which brings in a steady number of leads.

Unique Offerings: A one-stop-shop for starting an online business with a focus on ease and affordability.

Operations:

Operational Structure:

Sales and Business Development Manager handling lead and sales management.

Freelance website designer, social media manager, and logo designer.

The director manages projects, photoshoots, design integration, and finances.

Service Overview:

Packages include:

Logo design

Clothing integration

Website design

Photoshoots with models

Social media set-up

Domain name purchase and renewal

Quality Control: Customer satisfaction is monitored through direct feedback and adjustments made accordingly.

Clients and Market:

Target Market:

Individuals aged 20-35, predominantly male, including personal trainers, yoga teachers, and martial artists.

Client Base:

Currently managing 20 clients, with half on 6–12-month plans and the rest on short-term payment schedules.

Notable Projects and Marketing:**Notable Project:**

A £20,000 streetwear line project with a partnered manufacturer.

Marketing Efforts:

Primarily through Instagram and Facebook ads, yielding about 100 leads monthly. Other channels include a WIX website, newsletters, WhatsApp, and SMS promotions.

Competition and Advantages:

Competitors: No direct competitors identified.

Advantages: Unique one-stop solution, affordability, and payment plans.

Financial Information:

Annual Revenues:

2022-2023: £40,851

Net Profits:

2022-2023: £33,156

Financial Trends:

Steady growth with occasional dips.

Management and Employees:**Management Team:**

Sales manager with significant experience and close working relationship with the director.

Employee Structure:

All team members are freelancers or self-employed

Training Programs:

Freelancers are trained for autonomous work, with monthly improvement discussions.

Post-Sale Involvement:

Transitional Support: Willing to provide intensive support for 1 month and ad-hoc support for the following month to the new owner.

Reason for Sale: Ready for new venture

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Next Steps & Contact

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