



## **ABERCORN BUSINESS SALES**

**SUCCESSFULLY SELLING YOUR BUSINESS**



**A successful and profitable e-commerce store, selling wallpapers, wall decals, accessories in children market.**

Run from Home completely relocatable.

**Asking Price: £90,000**

Reference: ECA-015 | Confidential Memorandum

**Asking Price:** £90,000 Including all equipment, super artwork, and brand new optimised shopify website.

**The asking price is reduced to £90,000, for a quick sale**

**Location:** Run from Home completely but Fully Relocatable.

**Key Features:**

- High margins and profits
- Turnkey business with ready to print products
- Really low inventory needed, all products printed to order
- No commercial premises required
- Brand new optimised website - Shopify
- Marketing opportunity through Google
- over 8000 social media followers
- Over 800 5-star reviews through a marketplace
- Equipment worth over £30,000 (2 large commercial printers)
- Stock ready to generate tens of thousands pounds worth of sales
- Can be run in spare time (printers can print orders in your sleep!)
- Opportunity to utilise printers to print other non-children's products (home decor, commercial product, posters, shop signs etc)
- Opportunity to add other products to the range (lighting, rugs, soft furnishing, all other decor products)

**Business Description.**

A successful and profitable e-commerce store, selling wallpapers, wall decals, accessories in children's market. The current owners have decided to sell the business due to their relocation, offering you a unique chance to purchase an established business.

One of this business's key advantages is that it can be easily relocated as an e-commerce business. It can be operated from various premises, including a garage, an outbuilding, a small commercial unit, allowing flexibility and cost-efficiency.

This versatility opens up possibilities for potential buyers who may already have a suitable space or are looking for a business that can be easily relocated. A single employee can efficiently manage the business, making it adaptable to different staffing structures and allowing for potential cost savings.

Whether the successful buyer operates independently or expands with a team, the business model has proven successful and can be tailored to suit your preferences and resources.

By acquiring this business, you will benefit from an established customer base, a curated collection of products, and a solid foundation built since its inception in 2020. Additionally, the business offers the opportunity to tap into the thriving children's decor market, which continues to experience growth and demand.

### **Product range.**

This wallpaper and wall decals business offers an extensive product range of over 200 unique items. This is an exciting opportunity for the successful purchaser to acquire this proven, profitable wallpaper and wall stickers business, established in 2020.

**Financial information and Projection:** Business has been actively running since 2020, just after covid.

**2021** - total revenue reached £113,000 fuelled by covid - with net approximately £90,000

**2022** - revenue continues to run high with £95,000 - with approximately net profit of £ 75,000,

2023 - estimated revenue to reach approx. 71 k, net sales 48K-50k

For the next 12 months with increased advertising through Etsy (as per 2022) and direct advertising, we are confident the revenue will beat 2022 easily! 2023 revenue demonstrates almost 2 months of store being shut (on holiday) due to relocation.

### **Potential opportunity for the buyer:**

Huge opportunity for a new buyer to restart the advertisement and increasing profits.

- Company is trademarked.
- selling internationally through Etsy, own website only UK

Huge opportunity to grow sales through social media, this business has got a huge response through social media channels and achieved large organic following.

### **Growth and expansion.**

The Business is well-placed for further growth.

### **Trademarks & Domain**

The logo is a registered brand the domain is registered.

### **Customers Database.**

The Business maintains a comprehensive database of all orders from all marketplaces and records all customers.

### **Customer Base and Market Analysis:**

The Business mainly targets the United Kingdom; however, because of the reach of the marketing channels, products are sold worldwide.

### **Full Support and Handover:**

The owner will provide support and training to the successful purchaser, who will have the opportunity to learn the ins and outs of the business and receive valuable guidance to ensure a smooth handover.

**Reason for Sale:**

Ready for new venture

**Next Step**

You will need to fully complete our Confidentiality Agreement for receive second stage additional information.

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## Next Steps & Contact

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