

ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Online retailer of exquisitely made-to-order Wedding Dresses and Bridal Accessories.

Fully Relocatable

Asking Price: £20,000

Reference: ECA-017 | Confidential Memorandum

- **Annual Sales: Annual Revenue:** £79,000

  Key Features

  - Online retailer of exquisitely made-to-order gowns and ready-to-wear gowns
  - Beautifully fully functional website
  - Strong social media presence
  - Superb digital marketing,
  - Loyal customer base
  - 2,000 loyal customers in business email database
  - Well established with great supplier relationships.

Unique Opportunity

You have a unique opportunity to buy an established importer and online retailer of both exquisitely made-to-order Wedding Dresses, and evening dresses, occasion Dresses, Prom Dresses, Bridesmaid Dresses, Sequin Dresses gowns and ready-to-wear gowns.

Accessories.

Bridal Accessories, Jewellery, Handbags, and Shoes

Collections.

The collections include wedding dresses, bridesmaid dresses, homecoming dresses, evening dresses, and more. They also offer a selection of handbags.

The brand prides itself on providing exquisitely made-to-order gowns and has over a decade of fashion industry experience. Their collections feature a variety of styles, including ball gown prom dresses and boho-inspired pieces.

The business has built an excellent reputation, as a fashion brand that offers a range of luxury pieces and accessories designed for special occasions.

Assets

Assets include website, established social media, SEO domain authority, email database of existing customers, stock on hand, all you would expect with a successful e-commerce business.

Marketing

The business enjoys a beautifully designed website and maintains active engagement through popular social media platforms, including Facebook, Pinterest, TikTok, and Instagram. Having established a solid client base with the potential to significantly grow these numbers.

As well as this the brand has newsletter for subscribers which allows for great direct marketing and a customer database.

Online retailer of exquisitely made-to-order gowns and ready-to-wear gowns, where every bride can find the dress of her dreams.

Why This Opportunity is a Perfect Fit for You:

Low Cost: This e-commerce online retailer enjoys an established infrastructure and customer base:

Buying this existing ecommerce business provides the successful purchaser with a ready-made business, including a great website, fully registered domain name, social media marketing, the payment systems, and all processes. You will also gain an existing customer base, saving you time and effort of finding customers.

The Website: The website of this business is the silent sales person who works twenty-four hours a day, seven days a week, every day of the year. This website doesn't complain, take holidays, or quit.

The website doesn't require wages, benefits or holidays. The website is a silent salesperson, tirelessly promoting made-to-order gowns and ready-to-wear gowns brand and driving traffic your way.

Income: Ecommerce allows this retailer to promote the exquisitely made-to-order gowns and ready-to-wear gowns, to where every bride can find the dress of her dreams, business to operate around the clock, enabling continuous sales and potential income at any time of day or night.The benefits of an online bridal business are comprehensive

Reduced Operational Costs: Operating online significantly lowers expenses related to a physical shop, like rent, utilities, and in-person staff salaries.

Cost-Efficient Marketing: The e-commerce model allows for affordable and wide-reaching advertising opportunities, especially through digital and social media channels.

Customer Convenience: Offers the ease of shopping from anywhere at any time, with a diverse selection of made-to-order and ready-to-wear bridal gowns.

Agile Response to Trends: The ability to quickly adapt to market changes by updating the website and offerings in real-time.

Diverse Payment Options: The platform supports various payment methods, catering to customer preferences and enhancing the purchase experience.

Established Brand Reputation: A strong, respected brand identity with a loyal customer base enhances trust and reliability.

Complete E-commerce Solution: As a turnkey operation, it includes a stocked online bridal boutique with gowns, bridesmaid dresses, evening dresses, accessories, and all necessary operational tools from day one.

Growth and Profitability: Demonstrates a successful growth trajectory and profitability, promising

continued success.

Opportunity for Fashion Enthusiasts: Ideal for those passionate about fashion and bridal wear, offering a platform to turn passion into a profitable venture.

Strong Online Presence: Boasts a professional website, active social media engagement, and a satisfied customer database, underpinning a robust referral network.

Rare Market Opportunity: Represents a unique chance to enter or expand in the bridal industry, with the potential for ongoing growth and success.

This business offers a lucrative and satisfying opportunity for anyone looking to enter the bridal industry or expand their existing portfolio.

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

-



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@abercornbusinesssales.com

abercornbusinesssales.com