



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



**Online Drylining and Thermal Insulation Suppliers E-Commerce  
Business for Sale**

Middlesex but fully relocatable

**Asking Price: £100,000**

Reference: ECA-021 | Confidential Memorandum

**Asking Price:** Offers In The Region Of £100,000

**Unique Selling Points & Reputation:**

**Pricing:** Offers highly competitive rates that are better than its competitors.

**Delivery Services:** Fast, affordable delivery to a broad range of UK locations.

**Customer Service:** Customer service is a priority, with efforts focused on responding within 24 hours, using Google Analytics and customer questionnaires to improve service.

**Technology:** Utilises online advertising and AI systems for efficient day-to-day operations.

**Business Profile:**

The Business was established in 2017 and has since grown to generate growing monthly revenue. Poised for further expansion, with plans to enter the broader UK market, increase its advertising budget, and invest in website optimization to convert more customers. The vendor has just partnered with a new team to handle all enquiries such is the growth in incoming enquiries.

Offering a wide range of drylining and thermal insulation products at competitive prices and a commitment to serving their customers, this business has become a trusted name in the industry, catering to both homeowners and professional contractors across the nation, providing clients with access to a variety of drylining and thermal insulation materials without compromising affordability.

**Extensive Product Selection** -The product range includes a wide variety of drylining and thermal insulation materials, from plasterboards and insulation panels to tapes and fixings, all available in one convenient place.

**Convenience** -Business offers an established nationwide delivery network to save clients time and effort. Wherever the location, the efficient delivery service will bring the chosen products to the clients' doorstep.

**Customer-Centric Approach** - The team of knowledgeable professionals are here to assist customers, whether they need advice on product selection or guidance on installation. The business aims to make the client experience as smooth as possible and enjoys growing levels of repeat business.

**Opportunities for Growth:**

- Expansion into new geographic markets to attract a more extensive customer base.
- Introducing new complementary products or services, which could increase sales.
- Leveraging technology and online platforms for enhanced marketing and customer engagement, mainly via e-commerce and social media.
- Increased marketing budget and optimized advertising efforts could significantly boost revenue, as evidenced by competitor analysis and supplier insights.

**Customer Base:**

The business historically attracts new customers through inbound marketing. Currently, outbound marketing is being used to target bulk purchasers, particularly around London. A key client requires £1 million worth of materials monthly, with £80,000 specifically allocated to plasterboards.

**Market Outlook:**

The market for this business is highly sustainable, with ongoing tender opportunities across the country.

Competitive pricing and effective service have resulted in growing sales and an expanding customer base.

**Advertising & Marketing:**

The company advertises primarily on Google, driving traffic to its website.

**Growth Potential for Buyers:**

A new owner could increase sales and profits by entering untapped geographic markets, expanding the product line, and utilizing digital marketing strategies. Enhanced advertising spending, guided by industry research and competitor insights, indicates the potential for substantial growth and increased profitability.

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





**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS

## Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

[expert@abercornbusinesssales.com](mailto:expert@abercornbusinesssales.com)

[abercornbusinesssales.com](http://abercornbusinesssales.com)