



## **ABERCORN BUSINESS SALES**

**SUCCESSFULLY SELLING YOUR BUSINESS**



### **Online Retailer and Supplier of Premium Furniture and Home Decor Products**

Suffolk (Leasehold Office & Warehouse).

**Asking Price: £200,000**

Reference: ECA-023 | Business Memorandum

**Asking Price:** £200,000 plus stock (circa £163,000).

**Location:** Suffolk (Leasehold Office & Warehouse).

**Turnover (FY 2022/23):** Circa £1,340,000.

**Gross Profit (FY 2022/23):** Circa £489,000.

**Adjusted EBITDA (pre-directors' drawings):** Circa £177,000 p.a.

**Trading History:** Established 14 years.

## Executive Summary

This is a rare opportunity to acquire an established and highly reputable online retailer specialising in premium furniture and home décor products. With a fourteen-year history of success, this business has built a strong market presence and loyal customer base.

Operating from a SEO-friendly, comprehensive website, the business is known for offering competitively priced luxury and designer home décor products to both public and trade customers (circa 70% B2C, 30% B2B). Commercial clients include hotels and public sector bodies. Its product range spans lighting, wallpaper, furniture, and much more, featuring over 70 designer homeware brands.

With an annual turnover of £1.340,000, a gross profit of £489,000, and an adjusted EBITDA of £177,000, this business presents a lucrative investment opportunity. The company's average customer rating of 4.7/5 based on 2,591 verified reviews highlights its exceptional reputation in the industry.

## Business Highlights

### Established History:

14 years of successful trading with a proven track record.

### Comprehensive Product Offering:

A vast range of products including rugs, lighting, home accessories, bathroom fixtures, wallpaper, kitchen & dining products, furniture, and outdoor items.

### Partnerships with over 70 designer homeware brands.

### Online Presence:

A superb SEO-friendly website optimized for customer engagement and conversions.

Strong presence on social media platforms, contributing to brand awareness and customer loyalty.

### Operational Excellence:

Equipped with leading inventory and order management software integrating orders, inventory, finances, POS, and CRM seamlessly.

A well-organized leasehold office and warehouse supporting smooth operations.

**Reputation:**

Average customer rating of 4.7/5, based on 2,591 verified reviews.

**Growth Potential:**

Opportunities to expand into new markets and product categories.

Room for increased revenue through additional marketing, international shipping, and exclusive product collaborations.

**Marketing and Customer Engagement**

The business benefits from a well-executed digital marketing strategy, including:

**SEO Growth:**

High visibility on search engines driving organic traffic.

**Social Media Presence:**

Strong engagement and following on key platforms.

**Advertising:**

Targeted digital campaigns to drive sales and brand awareness.

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**Reason for Sale**

The current owners are seeking to explore new opportunities and are committed to ensuring a smooth and seamless transition for the buyer. They are prepared to offer training and ongoing support to facilitate a successful handover.

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**Investment Summary**

With a robust financial performance, a stellar reputation, and significant growth opportunities, this business is poised for further expansion. Whether you are an industry veteran or a first-time buyer, this opportunity offers a scalable and profitable platform to achieve success in the thriving home décor market.

- Asking Price: £200,000 plus stock (circa £163,000) on a cash-free debt-free basis
- Annual Turnover: £1,340,000.
- Gross Profit: £489,000.
- Adjusted EBITDA: £177,000.



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## Next Steps & Contact

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