



# ABERCORN BUSINESS SALES

## SUCCESSFULLY SELLING YOUR BUSINESS



**Successful eCommerce Retailer of Sustainable Yoga Mats and Yoga Accessories for Sale.**

Fully Relocatable

**Asking Price: £25,000**

Reference: ECA-025 | Confidential Memorandum

**Monthly Sales:** c £1500 per month

**Year established:** 2016

Brand assets include and stock with a cost price of c£2,500, which will retail at c£8,000+.

### **Business Description:**

Established eCommerce retailer of own brand uniquely designed, high-quality sustainable yoga mats, gift packages, blocks, mats, yoga bags, and accessories.

This is a rare opportunity to acquire a successful 9-year-old eCommerce business within a well-defined niche-

The yoga mats and accessories market, generating a current annual revenue of c£10,000.

The business owns and markets a leading brand of quality, top grip, durable, natural, nonslip, antimicrobial yoga mats that are extremely easy to carry around and feel good under the feet. All products are ethically sourced and sustainable.

This is a growing niche business that the successful purchaser can run from anywhere with recession-resistant solid cash flows. The business has sold yoga mats in 11 different countries and has received excellent feedback from many satisfied customers for more than 9 years now.

Since 2016 this business has focused on selling eco-friendly, naturally sustainable, and ethical yoga mats, bags, and blocks.

### **Business Growth.**

The business is a long-standing e-commerce concern established in 2016; its high regard for customer satisfaction has enabled the business to develop a solid online and a growing social media audience with over c1,100 followers on Facebook, c5,100 subscribers on YouTube and c3000 followers on Instagram.

The fragmented yoga mats, gift packages, blocks, mats, yoga bags, and accessories sector presents an excellent opportunity to grow through differentiation.

The business has a stellar business reputation. The opportunity is well-suited for a purchaser seeking to satisfy growing online shopping demand.

The business has a solid social media presence and enjoys excellent customer reviews, averaging five stars! The business operates an effective and successful blog.

### **Amazon:**

The yoga mats and yoga accessories are not currently sold through Amazon which offers an additional outlet opportunity.

### **Google search**

The brand currently ranks number 1 on organic Google search for Cork Yoga Mats.

### **Financials.**

Net margins for the business are exceptionally high. All the revenue is from direct-to-consumer sales. Customers are happy to pay slightly more for a superior product from a sustainable source with five-star reviews.

### **Proven marketing.**

The effective marketing strategies have been time-tested with high converting sales across the brand's e-commerce website and social media, which includes Instagram, Facebook, YouTube, and compelling, newsworthy, and positive mentions in the national press.

### **Branding**

A meticulous focus on the brand, including product quality, a solid online presence, ongoing public relations, superb social media with 5-star reviews on Facebook, 5,000 plus subscribers on YouTube and Instagram, and 5-star reviews on Trustpilot, has created a sterling brand.

### **Suppliers**

The business maintains strong relationships and supply chains with its suppliers.

### **Location and premises:**

There are no premises associated with the sale. The business utilises the services of a third-party fulfilment company to service its clients.

### **Expansion Potential:**

This eCommerce business is ready to be taken to the next level and has exceptional potential. Majority of sales are within the UK.

### **Social media presence:**

Complimenting the superb e-commerce informative website is the social media presence, including Instagram, Facebook, and YouTube. This is currently unused and would provide additional revenue if used.

The business has many national press publications which help the natural organic SEO ranking.

### **Employees:**

The vendor has other businesses and does not work in this business day to day. The business operates with around 2 hours per week, the owner will provide comprehensive handover.

**Years established:** 9 years

**Inventory / Stock value:** c£8,000+ retail

### **Sale includes:**

#### **The brand.**

The stock of yoga mats, blocks and sari yoga bags.

Brand assets include and stock with a cost price of c£2,500, which will retail at c£8,000+.

A superb website with organic #1 ranking for cork yoga mats

**Web domain and hosting.**

**Logo & branding assets:**

**Customer database:**

Product photos & social media resources & advertisement graphics.

Photos for use on social media.

Social media accounts: Facebook, Instagram, and YouTube

Introductions to Established suppliers

Growing social media audience with Facebook, Instagram, and YouTube followers.

**Support & Training:**

The owner/office manager will provide a comprehensive handover. This should be relatively simple as the business has excellent back-office systems in place.

**Reasons for selling:**

The vendor has no day-to-day involvement in the business and has other business commitments. It is currently run on a part time basis (c3 hours a week).

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## Next Steps & Contact

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