



ABERCORN BUSINESS SALES **SUCCESSFULLY SELLING YOUR BUSINESS**



Established Online Running Clothing Company- Own Branded- Fully Integrated E-commerce Website/Platform inc. Amazon and eBay Marketplaces.

Fully Relocatable Business

Asking Price: £45,000

Reference: ECA-026 | Business Memorandum

A Profitable & Relocatable Opportunity in the Thriving Sports Apparel Market.

Retirement Sale!

Asking Price: £45,000 plus Stock at valuation

Turnover for last financial year circa £447,000 p.a.

Gross Profits for the last financial year circa £96,000 p.a.

REASON FOR ACQUISITION:

A buyer will acquire this E-commerce business for the following compelling reasons:

- Clear Growth Opportunity:** A well-established foundation ripe for expansion in a growing market.
- Validated Supply Chain:** An existing and reliable product portfolio with trusted suppliers in place.
- Fully Functional & Active Website:** A robust e-commerce platform with a live customer database, primed for repeat purchases and new product launches.
- Global E-commerce Ready:** Verified Amazon accounts across key international markets (UK, EU, US) with all necessary VAT registrations.

BUSINESS OVERVIEW:

Launched in 2007, this E-commerce business is a well-established and highly reputable business specialising in online running clothing and accessories.

This successful venture offers a comprehensive range of performance sportswear at affordable prices, catering to a loyal customer base across the United Kingdom and beyond.

The business prides itself on its commitment to dependable, trustworthy service while actively working to reduce its carbon footprint.

KEY FEATURES & BENEFITS

Established & Proven: Operating since 2007, this E-commerce business boasts a long-standing presence and a proven track record of profitability in the e-commerce sector.

Relocatable & Low Overheads: Although currently operating from a small industrial unit, this business can be seamlessly operated from home anywhere within the United Kingdom, requiring only a small office/spare room. This ensures exceptionally low overheads and maximum operational flexibility. Alternatively, it could be absorbed into a likeminded retail operations which will again maximise operational savings ultimately leading to increased profitability

Superb E-commerce Platform: The business operates on a robust Magento 2 website, fully integrated with M2E Pro, Google AdWords, Meta, and other essential commercial software, ensuring efficient management and scalability.

Loyal Customer Base: This E-commerce business benefits from approximately 3,000 email subscribers, with an impressive 35% of all sales stemming from repeat customers or recommendations. This demonstrates strong customer satisfaction and loyalty.

Exceptional Reputation: Known for providing performance sportswear at affordable prices, the business has cultivated a dependable, trustworthy, and reliable reputation within the running community.

Strong Product Offering: Success is built on superior product design, performance, and outstanding value for money.

Customer-Centric Operations: Committed to excellent customer service, evidenced by a "no quibble" returns policy, same-day response times, and same-day dispatch for orders.

Validated Supply Chain: No dependency on any single supplier, with an in-place product portfolio supported by a validated and trusted supply chain.

Global Reach & Compliance: Fully verified Amazon accounts across the UK, EU, and US, complete with all required VAT registrations, offering immediate access to international markets.

KEY STRENGTHS:

Outstanding Website: A fully functional and user-friendly Magento 2 website.

Solid Reputation: A highly regarded brand known for quality and affordability.

Exceptional Product Value & Price Points: Competitive pricing combined with high-performance products.

Customer-Friendly Policies: No-quibble returns, and efficient delivery policies enhance customer satisfaction.

Operational Efficiency: Online orders are simply picked up and dispatched, with non-bulky items ensuring minimal storage and easy postage.

OPPORTUNITIES FOR GROWTH & PROFITABILITY:

This business offers a low-risk investment with excellent potential for expansion and increased profitability:

- **Product Portfolio Expansion:** Significant scope to broaden the current product range to meet evolving customer demand and market trends.
- **Leverage FX Rates:** Anticipated favourable changes in current FX rates are projected to add an estimated £15,000 directly to the bottom line without any additional action.
- **Optimised Marketing:** Streamline and enhance current advertising efforts across Google, Facebook, and third-party websites to maximise reach and conversion.
- **Database Utilisation:** Take the existing customer database to the next level through targeted marketing and new product introductions, capitalising on repeat purchase behavior.
- **Increased Profitability:** The current owner estimates that profits can exceed £50,000 per annum in a relatively short period of time under new ownership, highlighting the substantial financial upside.

OPERATIONAL TRANSITION:

The new owner will find the business operations remarkably straightforward to familiarise themselves with, requiring minimal time for transition.

SUPPORT AND TRAINING:

The current owner is prepared to offer handover and training support by negotiation, ensuring a seamless transfer of knowledge and operations.

REASON FOR SALE:

The founder is selling the business due to retirement, presenting a rare opportunity for a new owner to acquire a well-oiled machine with significant growth potential.

FINANCIAL INFORMATION:

Detailed financial information, including turnover, gross profit, and net profit figures, will be made available to genuinely interested parties upon signing a Non-Disclosure Agreement (NDA).





ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com