



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



International Ecommerce, Wholesale and Retailer of Health, Beauty and Fitness Products

Fully Relocatable

Asking Price: £380,000

Reference: ECA-027 | Confidential Memorandum

Asking Price: £380,000 + Stock

Current Turnover circa: £1,281,897

Current Gross Profit circa: £362,790

Current Net Profit circa: £144,902

The business demonstrates a strong financial trajectory, indicating significant growth potential:

Executive Summary

Offered for sale is a highly scalable and profitable e-commerce business specialising in the global retail (B2C) and wholesale (B2B) distribution of health, beauty, and fitness items.

Established in 2001, this privately-owned company has cultivated a robust online presence across 100 countries, underpinned by sophisticated technology and strong supplier relationships.

With a proven track record of consistent revenue growth, including a remarkable increase from £767,960 in 2021 to £1,281,897 in 2023, and healthy gross profit margins, the business presents an exceptional acquisition for an entrepreneur or strategic buyer seeking immediate market penetration and significant expansion potential in the booming e-commerce sector.

The Company's competitive edge lies in its vast product range (SKUs), competitive global pricing, and established relationships with key suppliers and logistics partners.

A new owner will benefit from a robust technical infrastructure, a loyal global customer base, and clear, untapped growth opportunities, including leveraging extensive customer databases and expanding into social media marketing.

1. Business Overview

Founded in 2001, the journey began with a focus on niche health products, specifically wheatgrass juice. Over two decades, the founder, strategically diversified, built multiple e-commerce websites specialising in health, beauty, and fitness brands. This evolution has culminated in a internationally recognised online retailer.

The business operates a portfolio of active websites, with country-specific subdomains across 100 countries), and a dedicated trade site. This multi-site strategy allows for broad market reach and caters to diverse customer segments.

While the current focus is on continuous evolution in technology, brands, and market trends, the owner has no prior experience in selling or valuing the business, indicating its organic and sustained growth.

2. Products & Services

The Company offers an extensive and diverse product portfolio that sets it apart from competitors, boasting a wider range of products compared to larger players. Key categories include:

- **Health Supplements:** A broad selection catering to various wellness needs.
- **Beauty & Cosmetics:** Branded fragrances, skincare, and other cosmetic items.

- Fitness Products: Complementing health and beauty offerings.
- Specialty Grocery Items: A surprisingly popular segment, particularly for unique international products.
- American & Niche Brands: Access to unique brands often unavailable through mainstream channels, providing a distinct competitive advantage.

The business operates on both a Business-to-Consumer (B2C) model, serving a global loyal customer base directly through its e-commerce platforms, and a growing Business-to-Business (B2B) model, supplying e-commerce sites and Amazon sellers with competitively priced branded products (fragrances, toiletries, cosmetics).

3. Market & Competition

Market Outlook:

The e-commerce market for health, beauty, and fitness products continues its rapid global expansion. This business is exceptionally well-positioned to capitalise on this trend, having already established a strong foothold in 100 countries. While actively marketing in 15 countries, the existing infrastructure (local domains, translations, local marketing setups) in many other territories provides a "ready-to-activate" international growth pipeline.

The B2B segment is also experiencing significant growth, driven by the increasing demand from Amazon sellers and other e-commerce platforms seeking reliable sources for well-priced, branded goods.

Platforms:

The Business is well positioned on platforms including Tesco's, Temu, Amazon, eBay, Onbuy, Buytogive. It works well as some of them are connected directly to the business website, so less stock issues. They have their own brand, with all the contacts and a special strategy to sell hundreds of supplements at affordable prices.

Competitive Landscape:

Primary competitors include large online retailers, while these companies boast higher turnovers and deeper pockets from investor funding, our client differentiates itself through:

1. Global Reach: Selling actively in 100 countries, far exceeding typical competitors.
2. Vast Product Range: An immense selection of health, beauty, and fitness products, including popular branded fragrances, supplements, cosmetics, and specialty grocery items.
3. Unique Brand Access: Offering a wide array of American and niche brands.
4. Competitive Pricing: Delivering highly competitive prices for both B2C and B2B customers.
5. Robust Supplier Relationships: Long-standing partnerships ensuring preferential pricing and reliable supply, with no dependency on any single supplier.

The Company's reputation is built on attracting and retaining loyal customers due to its expansive product range and excellent pricing, fostering a solid core customer base.

4. Technology & Operations

The business leverages advanced technology to facilitate its global operations. This includes:

- Extensive API Integrations: Seamlessly linking with multiple supplier stock systems for efficient inventory management.
- Global E-commerce Infrastructure: Proprietary technology developed to support and scale websites for international markets, including localised domains and content.
- Customer Service: Dedicated phone lines and prompt email responses ensure excellent customer satisfaction.

Operations are streamlined, with a clear division of labour among a committed team responsible for order processing, customer service, packing, ordering, and dispatch paperwork. Crucially, the business employs experienced remote staff for website development, API connections, and general web-related tasks, providing a flexible and cost-effective operational model.

The property consists of 2000 sq. ft of offices with communal facilities, owned by a related entity with the business paying a reasonable monthly rent of £1,200. Security measures include CCTV and an alarm system.

5. Financial Performance

The business demonstrates a strong financial trajectory, indicating significant growth potential:

Financial Metric	2021	2022	2023
Turnover	£767,960	£1,445,341	£1,281,897
Gross Profit	£272,949	£371,117	£362,790
Net Profit	£112,709*	£121,776*	£144,902*
Net Asset Value	£86,469	£158,245	£217,147

Export to Sheets

*Net Profit excludes Director's salary. Full accounts for the past three years are available for review.

The consistent increase in Net Asset Value reflects healthy retained earnings and a strengthening balance sheet. This financial foundation provides a robust platform for future expansion.

6. Growth Opportunities for a New Owner

This acquisition offers a new owner unparalleled opportunities to scale and diversify:

- Leverage Extensive Databases: Access to tens of thousands of B2C customer subscribers for targeted newsletter campaigns and a large, active B2B database ripe for direct exploration.
- Build a Dedicated B2B Website: Create a professional, optimized B2B platform to streamline wholesale orders and attract new trade clients.
- Expand Social Media Marketing: Integrate powerful platforms like TikTok and Instagram to drive brand awareness, engagement, and direct sales – a significant, untapped channel.
- Target Review Websites: Proactively manage and encourage customer reviews to enhance online reputation and improve conversion rates.
- Activate Untapped International Markets: Capitalize on the existing infrastructure (local domains, translations) in countries where the business currently does not actively market.

- Diversify Product Categories: Explore opportunities in new industries and brands, mirroring the founder's successful evolutionary approach.
- Optimize Under-Utilized Websites: Re-energize active but less-focused domains. The current owner firmly believes the "sky is the limit" for this business, citing the potential to emulate the success of major players like due to the solid foundation already in place.

7. Employees & Transition:

The Company operates with a dedicated team, ensuring operational continuity:

- Full-time Staff: 5 (including 3 Directors)
- Part-time Staff: 4 (including remote web development and API specialists)

All employees are on temporary contracts, offering flexibility for a new owner. The current owner is committed to a smooth handover, offering to remain involved for a period to train the new owner (estimated 2-4 weeks for familiarity) and introduce them to key technical experts and staff. Key employees are expected to remain post-sale.

The owner is selling to focus on family and potential relocation abroad, with a timetable of approximately one year for the sale process. They will agree to a non-compete clause and provide ongoing support to the successful purchaser. The sale is confidential, with no current awareness among employees or customers.

Conclusion

This is a rare and compelling opportunity to acquire a globally operational, highly profitable e-commerce business with an exceptional foundation and substantial growth potential. Its unique combination of global reach, diverse product offering, robust technology, and established supplier relationships makes it an attractive proposition.

A new owner can immediately leverage existing assets, from vast customer databases to international website infrastructure, and implement strategic marketing initiatives to drive exponential growth. This is more than just an acquisition; it's a chance to step into a thriving enterprise poised for its next phase of significant expansion.

Interested parties are invited to contact [Your Brokerage Name] for further confidential information.

Next Step : you will need to fully complete our Confidentiality Agreement (Online NDA) .

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Next Steps & Contact

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