



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



## **Ecommerce Retailer of Premium Products For Babies & Stylish Baby Gifts**

Fully Relocatable Business Sale

**Asking Price: £55,000**

Reference: ECA-028 | Business Memorandum

**Asking Price:** £55,000 (including stock circa £35,000) on a cash-free debt-free basis.

**Turnover:** circa £192,000 p.a.

**Gross Profit:** circa £66,000 p.a.

**UK-Based** | Established 2019

**Key Selling Point:**

- Exclusive UK seller of the high-performing SLEEPEE brand, a significant competitive advantage.
- Average stockholding value: £35,000, representing tangible asset value.
- Robust Shopify platform with integrated Klaviyo for powerful CRM and marketing automation, enabling seamless management and scalability.
- Products sourced from renowned European baby brands, ensuring premium quality, unique appeal, and ethical production.
- Significant opportunity to scale into lucrative B2B sales and expand into new, high-traffic marketplaces like Amazon and TikTok Shop.
- Strong eco-credentials and premium brand positioning, deeply resonating with modern, conscious consumers and driving brand loyalty.

**Executive Summary:**

Discover Spoiltland.co.uk, a meticulously curated, high-growth eCommerce brand dominating the premium, eco-conscious newborn essentials market in the UK. Launched in 2019, this thriving family business has swiftly earned the trust of hundreds of discerning parents and gift-givers who appreciate its unwavering commitment to quality, uniqueness, and beautiful design.

An exceptional opportunity to acquire Spoiltland, a thriving UK-based eCommerce brand focused on premium, eco-conscious newborn essentials. Operating successfully since 2019, Spoiltland offers a carefully curated range of high-quality baby products, including several exclusive lines.

With a strong brand identity, solid supplier relationships, and a loyal customer base, this business is ideally positioned for significant growth through B2B partnerships, expanded digital marketing, and channel diversification, offering high revenue potential for a new owner.

**Business Overview:**

Spoiltland operates within the niche yet rapidly expanding segment of newborn and parenting essentials. The brand stands out by offering premium products crafted from sustainable materials such as bamboo, organic cotton, and eucalyptus. This meticulous curation addresses the growing demand within the UK's baby products market, which continues to see steady growth.

The product range includes everyday essentials, thoughtful gifts, and charming nursery accessories, all designed to appeal to style-conscious and eco-minded parents.

Established in 2019 by the current owner during maternity leave, Spoiltland was created out of a personal frustration: a clear gap in the market for high-quality, design-led, and eco-friendly baby products delivered with a personalised customer experience.

The founder's passion for solving this problem laid the foundation for a truly authentic brand.

- **Superb Website:** Spoiltland.co.uk offers a seamless, intuitive shopping experience.

- Sales Channels: Primarily direct-to-consumer via the dedicated website, allowing for strong margin control and direct customer relationships.
- Fulfilment: Efficient same-day dispatch from in-house stock, ensuring quick delivery and high customer satisfaction.

### **Product Range & Brands:**

Spoiltland proudly offers products from a selection of reputable European brands, ensuring a diverse and high-quality inventory that meets the discerning standards of its customer base. These brands are carefully chosen for their commitment to quality, ethical production, and unique design.

### **Notable Brands Sold:**

Beaba, Bibs, Bolo, Elcee, Little Dutch, Lovi, Lullalove, My Memi, Mom's Care, Moonie, Patulove, Samiboo, and notably, Sleeppee (UK exclusive), among others.

### **Key Product Characteristics:**

- Eco-friendly materials and production where possible, aligning with consumer values.
- High design standards that appeal to modern aesthetics and resonate with premium buyers.
- Premium feel with beautiful, gift-ready packaging, including tissue paper and thoughtful thank-you cards, elevating the unboxing experience.
- Top Performing Brand: Sleeppee (UK exclusive distribution rights), known for its innovative design and exceptional sales velocity, represents a significant market advantage.

### **Customer Profile:**

Spoiltland's customer base is primarily composed of:

- New and expecting parents who prioritize quality, safety, and stylish design in their baby products, and are often willing to invest in sustainable options.
- Gift buyers looking for unique, thoughtful, and beautifully packaged presents for baby showers, newborn celebrations, and other special occasions.

### **Repeat Business:**

Strongly encouraged by the consistent product quality, beautiful packaging, and exceptional, personalised customer service, fostering a loyal community.

### **Marketing Channels:**

Currently leveraging highly effective Facebook Ads and Google Ads with proven ROI.

### **Growth Opportunities in Marketing:**

Significant potential for expansion through strategic initiatives such as:

- Pinterest Ads for visual discovery and long-tail traffic.
- Amazon listings and TikTok Shop for direct, viral sales conversions and broader market reach.
- Targeted influencer campaigns with parenting and lifestyle figures.

### **Competitive Landscape:**



Spoiltland operates in a competitive market but maintains a distinct and defensible edge through its strategic positioning and unique offerings.

### **Main Competitors:**

Natural Baby Shower, Mabel & Fox, Jukki, Scandiborn.

### **Key Differentiators:**

- Exclusive access to UK-only best-selling products, most notably the Sleeppee brand, providing an unparalleled market advantage.
- Strong eco-conscious material focus and unwavering commitment to sustainability, resonating with a growing market segment.
- Personalised service with responsive communication and fast dispatch times, fostering exceptional customer loyalty that sets it apart from larger, more impersonal competitors.
- Consistently high-quality packaging standard on all orders, enhancing the premium feel and perceived value of every purchase.

Focused product curation and the inclusion of unique European brands that truly set Spoiltland apart in a crowded market.

### **Operations & Technology:**

Spoiltland benefits from a streamlined operational setup and effective technology stack, designed for efficiency and scalability.

- **Platform:** Built on Shopify, providing a robust and scalable eCommerce foundation, complemented by Klaviyo for advanced CRM and email marketing automation. This tech stack ensures seamless operations and powerful marketing capabilities.
- **Customer Service Approach:** Characterized by a personal, responsive, and detail-oriented approach, fostering strong customer loyalty and positive reviews.
- **Owner Involvement:** The current owner is hands-on in sourcing, customer service, and order fulfilment, ensuring quality control and brand consistency.
- **Scalability:** The business model is easily relocatable and presents significant opportunities for further automation with the potential integration of 3PL (third-party logistics) or virtual assistant (VA) support. This means the business is future proofed for seamless scaling without requiring extensive direct owner input.

### **Financial Snapshot: (Available to serious buyers under NDA)**

- **Revenue:** Currently generating strong multi-five-figure monthly revenues, with annual revenues trending towards six figures. Full financials available upon request to qualified parties.
- **Turnover for the last financial year** circa £192,000 p.a. **Gross Profits** circa £66,000 p.a.
- **Competitively priced for quick sale.** Asking price is based on a cash-free debt-free basis
- **Net Asset Value (stock at cost):** Approximately £35,000, representing a significant tangible asset.
- **Operating costs:** Remarkably low overheads, with no physical premises required, ensuring lean operations.
- **Profitability:** Demonstrates strong margins, offering significant upside potential and a clear path to accelerated ROI for a new owner.

### **Growth & Expansion Opportunities:**

Spoiltland is ripe for expansion across multiple fronts, offering substantial avenues for a new owner to

drive significant revenue growth.

#### **Short-Term:**

- Increase and optimise ad spending across current platforms, with projected returns of a 20% increase in ad spend yielding a 30-40% boost in traffic and sales.
- Leverage new social channels like Pinterest and TikTok for broader reach, visual discovery, and direct sales.
- Launch on Amazon and other relevant online marketplaces to capture new segments and tap into existing high-traffic platforms.

#### **Mid-Term:**

- Develop robust B2B distribution channels, particularly for the highly sought-after Sleepy range, targeting high-end baby boutiques, nursery design services, and luxury gift box companies.
- Explore opportunities to launch own-branded products to improve margin control, build greater brand equity, and diversify the product offering.
- Collaborate strategically with antenatal and parenting services to reach new and expecting parents directly at key decision-making points.

#### **Strategic:**

- Consider opening a boutique or pop-up store to enhance brand presence, offer a physical touchpoint, and drive local awareness.
- Explore licensing or white-labelling additional eco-conscious baby products, leveraging the established brand reputation.
- Plan for international expansion of the eCommerce offering to tap into global markets, particularly in Europe and North America where demand for eco-conscious baby products is high.

#### **Reason for Sale:**

The business was successfully launched by the founder during her maternity leave and has experienced consistent, strong growth. Having meticulously built a robust and profitable brand from scratch, the owner is now ready to pass the baton, exploring new ventures. This presents a unique and timely opportunity for an owner who can dedicate the full resources needed to unlock Spoiltland's substantial next-phase growth.

#### **Ideal Buyer:**

This acquisition represents an outstanding opportunity for:

- An existing eCommerce operator seeking a strategic bolt-on to immediately expand their product portfolio with exclusive, high-margin items in the thriving parenting niche.
- A retailer looking to diversify their product offerings with unique, high-demand baby product lines and a strong online presence.
- An entrepreneur seeking a turnkey, scalable online business with a proven track record, strong branding, and clear growth pathways.
- A D2C aggregator or brand consolidator looking to add a premium, well-positioned brand with exclusive distribution rights and significant growth potential to their portfolio.

#### **Conclusion:**

This is a rare opportunity to acquire an established, beautifully branded eCommerce business. With

exclusive distribution rights for key products, strong eco-brand positioning, and a growth-ready digital infrastructure, Spoiltland is exceptionally well-positioned for both continued B2C success and significant B2B expansion.

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

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## Next Steps & Contact

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