



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**E Commerce Brand/ Retailer of Memory Mattress Toppers, -Bunk
Beds & Childrens Designer Beds Business for Sale**

Fully Relocatable

Asking Price: £250,000

Reference: ECA-031 | Confidential Memorandum

Asking Price: £250,000 -asking price includes c£125,000 of stock.

Executive Summary

This E-Commerce Retailer is a fast-growing, highly reputable e-commerce brand specialising in premium memory mattress toppers, bunk beds, and children's designer beds. Established in 2020, the business typically generates circa £555,000 in sales, demonstrating strong demand within a resilient sector.

Built on exceptional branding, human-centered customer service, and a loyal customer base, the business presents a turnkey opportunity for a buyer seeking to acquire a distinctive, scalable bedding and home furnishings brand.

With excellent supplier relationships, no dependency risks, and a strong foundation in Shopify and Amazon, and influencer-led marketing, the business offers immediate profitability and significant long-term growth potential.

Business Overview

- Established: November 2020
- Business Model: Direct-to-consumer e-commerce
- Core Product Range: Memory mattress toppers, bunk beds, and children's designer beds (circa 90% of current sales are the own brand mattress-toppers)
- Ownership: Limited Company Sole owner-operator
- Reputation: Strong online ratings, high repeat purchases, and word-of-mouth referrals
- Brand Identity: Emotional, friendly, and human-centered.

Built with care, agility, and attention to detail, this E-Commerce Business has carved out a defensible niche despite competing with low-cost, mass-produced brands. Its UK-based service model, personalised communication, and superior branding set it apart in a competitive marketplace.

Products & Services

Primary Offerings:

- Premium memory foam mattress toppers
- Wooden bunk beds
- Children's designer beds

Key Selling Points:

- Fast, personalised customer service – all communication handled by a real human
- UK-based presence for trust and reliability
- Distinctive branding that appeals emotionally to customers
- Strong unboxing and brand experience – including the popular Children's range
- Social-media-driven growth through micro-influencers

No single supplier dependency ensures operational resilience and flexibility.

Market & Clients

Customer Base:

- Primarily females aged 30+
- Repeat purchasers and long-term customers
- Additional segments: Airbnb hosts, serviced accommodation operators, and property landlords

Market Outlook:

The online bedding and furniture market continues to grow, with strong demand via Amazon and Shopify channels. With professional scaling, the business could expand into:

- Broader home furnishings
- Retail partnerships
- Dedicated bedding and mattress lines
- International marketplaces

Competitively, this business stands out due to its branding and service quality, outperforming generic Chinese sellers despite similar product categories.

Operations

- Sales Channels: Amazon, Shopify store, Meta advertising, Google Ads
- Superb Website.
- Technology: Shopify, Amazon Seller Central, Trustpilot
- Owner Involvement: Direct oversight of customer experience and marketing
- Fulfilment: Streamlined supply chain with established manufacturers (China contact information available)

The business benefits from the efficiency and agility of a small, well-optimised operation with excellent systems already in place.

Financial Summary

(Full financial details available upon receipt of a signed NDA)

Headline Figures:

- Net Asset Value: c£125,000 (stock)
- Profitability: Strong, with further optimisation possible
- Asking Price: £250,000 inclusive of stock

Note: A full P&L, balance sheet, and cashflow statement will be provided under NDA.

Growth Opportunities

This business offers multiple scalable paths for expansion:

- Brand Expansion: Build a full premium bedding line using existing manufacturer relationships

- Retail Distribution: Penetrate offline bedding retail channels
- Product Range Growth: Introduce pillows, mattresses, or children's décor
- Performance Marketing: Increase ROI through Amazon PPC and paid social
- Influencer Partnerships: Strengthen micro?influencer strategy for rapid reach
- Geographic Expansion: Explore EU and US marketplaces

The seller believes a new owner could recoup the investment in under three years with focused scaling.

Reason for Sale

The current owner has built and perfected the business but is seeking a transition for personal reasons. The business is performing strongly and is sold from a position of success and stability. The vendor would consider working with the new owners/retaining some equity in the business post sale should a new owner so require, subject to negotiation.

Next Steps

Interested parties are required to sign a Non-Disclosure Agreement (NDA) before receiving the full financial pack, supplier details, and operational documentation.

Confidentiality Notice:

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Next Steps & Contact

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