



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



**Profitable Online bushcraft, military surplus and camping equipment  
E-commerce business with Loyal Customer Base**

Fully Relocatable

**Asking Price: £25,000**

Reference: ECA-033 | Confidential Memorandum

**Asking Price:** £25,000 Plus stock at cost circa £45,000

**Current Turnover:** circa £51,000

**Current Gross Profit:** circa £17,000

### **Key Investment Highlights**

- Established and reputable online brand within the bushcraft and surplus community
- Loyal customer base with repeat business and strong word-of-mouth referrals
- Consistent year-on-year financial growth with minimal owner input
- Highly scalable model with significant upside through stock expansion and marketing
- Low overhead structure with simple, efficient operations
- Established supplier network (20+ contacts including wholesalers and trade partners)
- Strong online presence including website, eBay store, and social media following
- Opportunity to introduce own-brand product lines and expand into new categories

### **Key Selling Points:**

- Well-established and highly regarded online retailer specialising in bushcraft, military surplus, and outdoor equipment, with a loyal and growing customer base.
- The business benefits from strong repeat trade, excellent customer feedback, and consistent year-on-year growth, despite minimal time investment.
- Operating with low overheads and streamlined systems, it presents a compelling opportunity for expansion through increased stock investment and marketing.
- Ideal for an owner-operator or strategic buyer seeking a scalable e-commerce venture in a resilient market.

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### **Executive Overview:**

The business is a UK-based online retailer specialising in bushcraft, military surplus, and camping equipment. Established in 2020/2021, it has built a strong reputation for quality, honesty, and excellent customer service within a loyal niche community.

Operating at a small but efficient scale, the business generates consistent revenues with minimal time input (approximately a few hours every couple of days). Despite its part-time nature, it continues to grow annually, demonstrating strong underlying demand and scalability.

The business is fully operational, systemised, and positioned for rapid expansion with additional time and investment.

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## **Business Background:**

Founded out of a passion for bushcraft and outdoor activities, the business began as a small-scale venture and quickly gained traction through strong community engagement and customer trust.

Since inception, it has developed into a recognised and respected name within its niche, supported by:

- Strong customer feedback and reputation
- Organic growth through community involvement and events
- Development of reliable supplier relationships
- Expansion of product lines and sales channels

The business is currently owner-operated and has not previously been marketed for sale.

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## **Products & Services:**

### **Core offerings include:**

- Military surplus clothing and equipment
- Bushcraft and outdoor gear
- Camping equipment
- Graded surplus stock (a key differentiator)

### **Revenue drivers:**

- eBay sales (primary channel)
- Direct website sales
- Repeat customers and referrals

### **Key differentiators:**

- Trusted and accurate product grading
- Honest descriptions and transparency
- Personalised customer service
- Strong community engagement

### **Customer value:**

- Reliable quality at competitive prices
  - Expert advice and responsive communication
  - Consistent and dependable service
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## **Customers & Market Position:**

The business serves a niche but stable and growing market, including:

- Bushcraft and survival enthusiasts
- Campers and outdoor hobbyists
- Military surplus collectors

- Practical users seeking durable outdoor gear

**Customer characteristics:**

- High levels of repeat purchasing
- Strong brand loyalty
- Direct engagement and referrals

With over 500 subscribers and 2,500+ social media followers, the business has an engaged and responsive audience. Its reputation for honesty and service places it in a strong position against larger but less personalised competitors.

**Operations:**

The business operates through a simple, highly efficient model:

- Location: Home-based office with container storage
- Storage:
  - 1 rented container (£100/month)
  - Additional container (no cost)
- Staffing: Owner-operated
- Systems:
  - Website with integrated sales tools
  - eBay store (primary revenue channel)
  - Automated listing and multi-channel software
- Equipment: Laptop, label printer, basic tools
- Suppliers:
  - 20+ supplier relationships
  - Mix of wholesalers and trade partners

**Owner involvement:**

- Order fulfilment and customer communication
- Occasional product listing updates
- Minimal weekly time commitment

The business is fully transferable and easy to operate, even for individuals with basic technical skills.

**Financial Overview:**

Year	Turnover	Gross Profit
2024/2025	£51116	£16953
2023/2024	£29277	£16606

2022/2023	£35136	£18517

**Current stock cost circa £45,000 with resale value of circa £90,000**

Detailed financial information is available to qualified buyers following execution of a Non-Disclosure Agreement.

The business demonstrations:

- Consistent year-on-year growth
- Low fixed overheads
- Strong margins driven by effective sourcing

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**Key Strengths of the Business :**

- Excellent reputation within a niche community
- Loyal and repeat customer base
- Low-cost, efficient operating model
- Established supplier network with strong relationships
- Minimal competition advantages through service quality
- Fully systemised and easy-to-run business
- Proven track record with growth despite limited time input

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**Growth & Development Opportunities:**

Significant opportunities exist to scale the business:

- Increase stock levels across existing product lines
- Introducing own-branded products
- Expand marketing (email campaigns, paid ads, SEO)
- Develop social media and content strategy
- Attending events, shows, and trade fairs
- Expand into additional product categories (e.g. tactical gear, backpacks)
- Improve website functionality using existing tools and apps

With additional time and capital, growth could be achieved rapidly.

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## Ideal Buyer Profile:

This opportunity would suit:

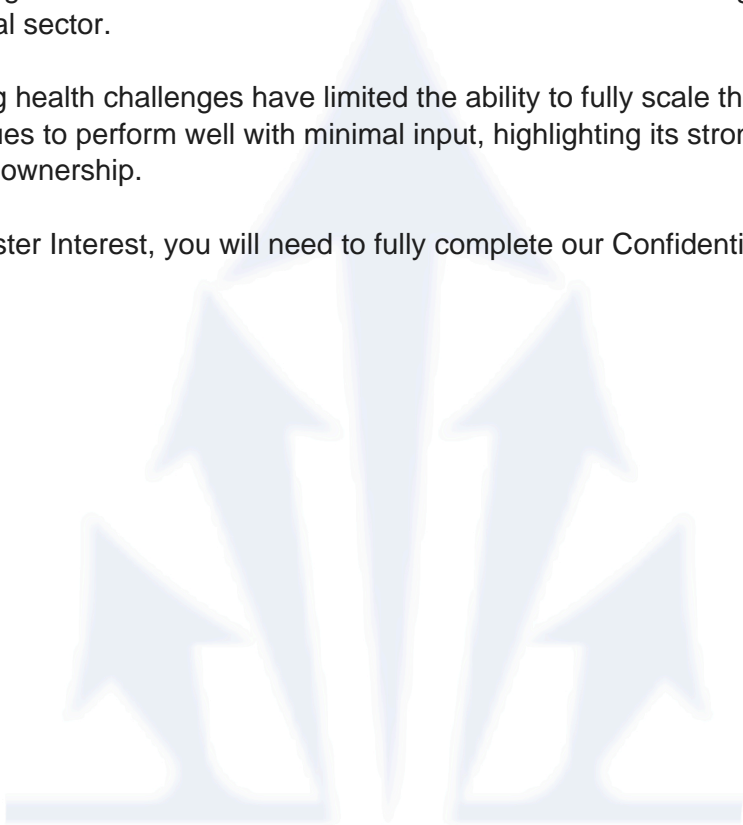
- An entrepreneur seeking a scalable e-commerce business
  - Existing online retailers looking to expand product range
  - Outdoor or bushcraft enthusiasts wanting a lifestyle business
  - Strategic buyers seeking bolt-on acquisition
  - Part-time operators or full-time investors
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## Reason for Sale :

The business is being offered for sale due to the owner's relocation and change in business direction into the holiday rental sector.

Additionally, ongoing health challenges have limited the ability to fully scale the business. Despite this, the business continues to perform well with minimal input, highlighting its strong foundations and future potential under new ownership.

**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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