



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**E-commerce business specialising in the re-sale of used and
refurbished office furniture**

South London But Fully Relocatable

Asking Price: £175,000

Reference: ECA-034 | Confidential Memorandum

Asking Price: £175,000, which includes the e-commerce website, the established client base, stock valued at £50k+ and full business operations

Turnover: £230,000 per annum including stock

Adjusted earnings: c. £80,000–£110,000 range historically

Stock £50,000+ stock included in sale

Location: South London

Headline Attractions:

- Proven profitability without any marketing spending
- Strong gross margins driven by low-cost sourcing model

Established online presence and trading platforms:

- Alignment with sustainability and circular economic trends
- Sales are generated entirely through organic channels, including its website, eBay store, and repeat customers, with no paid marketing implemented to date.
- Significant upside through marketing and operational scaling The business operates from two warehouse units in Croydon and benefits from a high-margin model driven by the ability to source inventory at exceptionally low or zero cost.

Executive Summary

Our client is an established and profitable UK-based e-commerce and warehouse-led business specialising in the resale of quality used and refurbished office furniture, alongside developing a drop-shipping operation for new furniture.

Since its formation in 2021, the company has built a strong reputation for delivering cost-effective and sustainable office solutions to SMEs, corporates, and public sector organisations.

The business operates from two warehouse units in Croydon and benefits from a high-margin model driven by the ability to source inventory at exceptionally low or zero cost. Sales are generated entirely through organic channels, including its website, eBay store, and repeat customers, with no paid marketing implemented to date.

The Business at a Glance

- Activity: E-commerce and warehouse-based resale of used/refurbished office furniture; drop-shipping of new furniture
- Established: 2021
- Legal Structure: Private Limited Company
- Staff: 1–2 part-time staff plus freelance support
- Customers: SMEs, public sector, start-ups, home offices
- Geographic Reach: UK-wide (delivery focused on London and surrounding regions)

Products and Services

Core Offerings:

- Refurbished and second-hand office furniture: Chairs, desks, storage units, boardroom furniture
- New office furniture via drop-shipping partnerships
- Bulk clearance and resale packages
- Delivery and assembly services

Pricing Model:

- High-margin resale model (often 5x–20x cost uplift)
- Competitive pricing relative to new furniture suppliers
- Premium pricing achievable on branded refurbished items

Revenue Characteristics:

- Predominantly transactional sales
- Repeat business from commercial and institutional buyers
- No contracted revenue (assumption based on available data)

Market Overview

The UK office furniture market is supported by:

- Ongoing office relocations and refurbishments
- Growth in hybrid working environments
- Increasing demand for cost-efficient procurement

A key structural trend is the shift towards sustainable procurement, with businesses and public sector bodies prioritising reuse and waste reduction.

The secondary furniture market is fragmented, comprising:

- Independent resellers
- clearance specialists
- new furniture suppliers with limited refurbishment capability

Demand remains resilient, particularly in value-driven segments.

Competitive Advantages

- Exceptional Margins: Consistent access to inventory at very low or zero cost
- Sustainability Positioning: Strong alignment with ESG and circular economy trends
- Established Supply Channels: Repeat sourcing opportunities (implicit barrier to entry)
- Existing Digital Footprint: Website, eBay store, and organic traffic
- Public Sector Credibility: Track record supplying recognised institutions

Customers & Sales

Customer Profile:

- SMEs and growing businesses
- Public sector organisations (e.g. NHS, schools, emergency services)
- Start-ups and home-office buyers

Customer Mix:

- High volume of one-off transactions
- Meaningful repeat business from commercial clients

Sales Channels:

- Company website
- eBay store
- Gumtree listings
- Word-of-mouth referrals

Customer Concentration:

- Low concentration; diversified customer base
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Operations

Premises:

- Two leasehold warehouse units in Croydon
- Approx. 1.5 years remaining on leases

Processes:

- Stock sourcing ? inspection ? refurbishment ? listing ? sale ? delivery
- Lean and owner-led operational model

Suppliers:

- Informal but consistent sourcing channels (clearance opportunities, business disposals)
 - Drop-shipping partners for new furniture
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Management & Staff

Owner Involvement:

- Part-time operational oversight
- Responsible for sourcing, pricing, and sales

Structure:

- Lean and easily transferable
- Minimal management hierarchy

Staffing:

- 1–2 part-time warehouse/delivery staff
- Freelance drivers during peak demand

Transition:

- Up to 3 months' handover support available
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Financial Overview

Turnover: Average annual Turnover £230,000

Adjusted EBITDA (Normalized):

- Includes add-backs for:

Owner salary (£45k–£65k)

- Underlying profitability remains strong despite reduced activity in latest year

Performance Commentary:

- Decline in latest year attributable to reduced owner time commitment
- No evidence of demand contraction

Balance Sheet (High Level):

- £50,000+ inventory included
 - Delivery van under finance (liability to be clarified in due diligence)
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Growth Opportunities

Organic:

- Implementation of PPC, SEO, and paid social campaigns
- Website optimisation and conversion improvements
- Expansion of e-commerce product range

Strategic:

- Scaling drop-shipping operations
- Developing B2B relationships and repeat accounts
- Targeting public sector frameworks
- Geographic expansion beyond London

Operational:

- Transition to full-time management
 - Improved stock throughput and logistics
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Reason for Sale

The shareholders are focusing on another business venture requiring full-time attention. The business has been operated on a part-time basis, and the vendors believe a new owner can unlock significant growth through increased focus and marketing investment.

The Opportunity

This business would suit:

- An owner-operator seeking a profitable, scalable e-commerce venture
- A trade buyer in office furniture or workplace services
- An acquisition entrepreneur looking for a platform business

Particularly attractive to buyers who can:

- Implement structured marketing
 - Scale operations
 - Leverage existing supply channels
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Next Steps

- All enquiries are subject to a signed Non-Disclosure Agreement (NDA)
- Further financial and operational information will be provided upon qualification
- Meetings with the vendor can be arranged following initial review

All enquiries to be directed via Abercorn Business Sales





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Next Steps & Contact

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