



ABERCORN BUSINESS SALES **SUCCESSFULLY SELLING YOUR BUSINESS**



Established Boutique Jewellery & Handbag Retail Business with Strong Online Growth- Successful presence across Shopify, Amazon, and Etsy marketplaces

Fully Relocatable

Asking Price: £75,000

Reference: ECA-035 | Confidential Memorandum

Stock value is approximately £50,000

Average monthly turnover circa £20,000 per month

Yearly Turnover: £238.080

Key Investment Highlights

- Established and highly regarded boutique retail business founded in 2001
- Strong local reputation with loyal repeat customers and excellent word-of-mouth referrals
- Dual revenue streams from retail premises and growing online sales platforms
- Successful presence across Shopify, Amazon, and Etsy marketplaces
- Average monthly turnover circa £20,000 per month
- Growing online and international customer base including USA and EU markets
- Diversified supplier relationships with no dependency on a single supplier
- Significant growth opportunities through digital marketing, own-label products, and product expansion

Executive Overview:

This is an opportunity to acquire a long-established boutique retail business specialising in jewellery and fashion accessories. Established in 2001, the business has developed into a highly regarded local brand known for personalised customer service, carefully curated products, and a unique boutique shopping experience.

The business operates through a successful physical retail store alongside multiple online sales channels including its own Shopify website, Amazon, and Etsy. The combination of traditional retail and e-commerce has enabled the business to build a loyal customer base locally, nationally, and internationally.

Turnover for 2024/2025 was approximately £238,080, representing growth from the previous year. The business is currently in an expansion phase driven by increased online sales and enhanced brand positioning.

Business Background:

Founded in 2001 by the current owner as a passion-driven retail concept, the business has steadily evolved into a respected and profitable boutique operation with a loyal customer following.

Over more than two decades, the business has successfully adapted to changing retail trends by combining an attractive physical retail environment with modern online selling platforms.

The owner has carefully built a reputation for quality products, exceptional customer relationships, and trend-led merchandise selection. The business benefits from a loyal repeat customer base, strong local reputation, and diversified revenues through its own e-commerce website, Amazon, and Etsy platforms.

The business has never previously been offered for sale and has not undergone a formal valuation process before now. The sale represents an opportunity for a new owner to acquire a well-established retail brand with strong foundations and significant growth potential.

Products & Services:

The business specialises in fashion-led jewellery and handbags, offering customers a carefully selected range of boutique accessories.

Core Revenue Streams

- Retail shop sales
- Shopify e-commerce website
- Amazon marketplace sales
- Etsy marketplace sales

Key Product Categories

- Fashion jewellery
- Boutique handbags
- Accessories and gift items
- Seasonal and trend-led collections

Key Differentiators

- Curated and fashion-focused product selection
- Strong customer relationships and personalised service
- Established boutique shopping experience
- Combination of retail and online convenience
- Strong brand reputation and repeat custom

Customers & Market Position:

The business benefits from a strong and loyal customer base developed over many years of successful trading.

Customer Profile

- Local repeat retail customers
- Online customers across the UK
- International Etsy customers, particularly within the USA and EU markets
- Fashion-conscious consumers seeking boutique and trend-led accessories

Market Position:

The business is positioned as an established boutique retailer offering a personalised alternative to larger high-street chains and mass-market online sellers.

Its reputation for customer service, product knowledge, and carefully selected merchandise has enabled the business to maintain strong repeat custom and positive word-of-mouth referrals.

The jewellery and accessories market continues to show strong demand, particularly within e-commerce

and boutique retail sectors.

Operations:

The business operates from a physical retail premises supported by integrated online sales operations.

Staffing

- One full-time employee
- Employee responsible for online sales operations, inventory management, and assisting within the retail store
- All employees operate under formal employment contracts

Systems & Technology

The business benefits from established operational systems include:

- Shopify e-commerce platform
- POS retail system
- Wasp inventory management system
- Amazon and Etsy seller platforms
- Social media marketing via Instagram and Facebook

Marketing Activity

The business actively markets through:

- Google Ads
- Amazon Ads
- Etsy Ads
- Email newsletters
- Social media platforms
- Local newspaper and radio advertising
- In-store promotions and word-of-mouth referrals

Supplier Relationships:

The business maintains diversified supplier relationships with no reliance on any single supplier, significantly reducing operational risk.

Owner Involvement & Transferability :

The business has established systems, supplier relationships, online infrastructure, and staffing arrangements already in place, allowing for a smooth transition to a new owner.

The opportunity would suit:

- An owner-operator seeking an established lifestyle business
- An existing retailer seeking expansion

- An e-commerce operator looking for a proven retail brand
 - A strategic buyer seeking a recognised boutique name with online growth potential
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Financial Overview:

Financial Information	2024/2025
Turnover	£238,080
Gross Profit	£75,473
Gross Margin	32%
Stock Value	Approx. £50,000

Financial Commentary

The business is currently investing heavily in marketing and online growth initiatives, impacting short-term profitability while positioning the business for future expansion.

Management believes that profitability could be significantly improved through:

- Marketing optimisation
- Expansion of online sales channels
- Introduction of higher-margin own-label products
- Improved operational efficiencies and overhead optimisation

Estimated achievable profitability under new ownership is projected in the region of £20,000–£40,000+ annually.

Growth Opportunities :

A new owner could further develop the business through:

- Expansion of digital marketing activity
 - Increased social media and influencer campaigns
 - Development of own-label product ranges
 - Expansion of international online sales
 - Additional marketplace integrations
 - Broader fashion accessory product lines
 - Cost optimisation and margin enhancement initiatives
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Enquiries:

Further information is available to genuinely interested parties following completion of a confidentiality agreement. For a confidential discussion regarding this opportunity, or to discuss selling your own business, please contact Abercorn Business Sales. e-mail: expert@abercornbusinesssales.com or telephone: 0800 246 1313

Strictly Private & Confidential

This opportunity is offered for sale on a confidential basis through Abercorn Business Sales .
Prospective purchasers will be required to complete a Non-Disclosure Agreement prior to the release of sensitive information.





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