



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Well-established and Profitable Manufacturer of Handmade, Eco-friendly Furniture Business for Sale

Devon

Asking Price: £180,000

Reference: FB03-ABS | Confidential Memorandum

Asking Price: Offers In the Region Of £180,000

Current Sales exceed £255,000 per annum

1. Executive Summary

Our client is a well-established, profitable manufacturer of handmade, eco-friendly furniture crafted from reclaimed wood and steel.

Operating from its purpose-designed premises on the outskirts of Exeter, the business has a proud trading history of approximately 12 years and benefits from a loyal UK-wide customer base.

With a reputation for quality, sustainability, and custom craftsmanship, the business generates consistent revenues, processes around 100 bespoke orders monthly, and enjoys solid profitability. The current owners are offering the business for sale due to health reasons and a desire to semi-retire.

This represents an exceptional opportunity to acquire a growing brand with proven products, significant expansion potential, and a fully operational team already in place

2. Business Overview

- Established: ~12 years ago
 - Legal Structure: Private Limited Company
 - Location: Devon – close to M5 junction, outskirts of Exeter
 - Premises: Leasehold workshop with adjacent space available
 - Website:
 - Sales Channels: Shopify, Etsy, Google Ads
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3. Products & Services

Our client designs and manufactures bespoke furniture made to order, primarily using reclaimed wood and British steel. The range includes dining tables, shelving, and custom pieces tailored to client specifications. The business is committed to sustainability and British manufacturing, which are core to its appeal.

Key Selling Points:

- Bespoke made-to-measure furniture
 - Eco-friendly materials – reclaimed wood & British steel
 - Manufactured in-house in the UK
 - UK-wide delivery
 - Highly rated customer service
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4. Market & Customers

- Customer Base: Approx. 100 orders per month, predominantly UK retail consumers
- Market Outlook: Stable demand with clear growth opportunities
- Competition: Other handmade and bespoke furniture retailers
- Unique Proposition:
 - Custom sizing

- Environmental credentials
 - Established brand with loyal following
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5. Financial Summary

Year Ending	Turnover	Profit Before Tax
2025 (Est.)	£255,000	TBC
2024	£260,000	£38,000
2023	£325,000	£48,000
2022	£367,000	£42,000

- Net Asset Value: £10,000
 - Accounts: Available on request
 - Profitability: Consistently profitable with further scope for margin improvement
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6. Premises & Facilities

- Leasehold Premises: Monthly rolling lease
 - Rent: ~£3,300 per quarter (incl. electricity, water, and site service charge)
 - Facilities:
 - Large workshop with roller shutter and mezzanine
 - Zoned for metalwork, woodwork, and assembly
 - Separate adjacent unit (available if required) with office, photo studio, and storage
 - Security: Gated entrance, alarm, CCTV
 - Utilities: Electricity, water, sewerage included broadband separately billed
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7. Staff & Operations

- Full-Time Staff: 2 Workshop Managers
 - Part-Time: 1 Welder (as needed)
 - Customer Service: Dedicated support agent
 - Business Hours: 9am–5pm, Monday to Friday
 - Owner Involvement: Minimal – admin as needed (6-10 hours a week)
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8. Technology & Marketing

- Platforms Used: Shopify, Etsy, Google Ads
 - Software: Microsoft Word, Internet Browser, Email
 - Marketing Channels:
 - Google Ads
 - Etsy platform visibility
 - Website
 - Opportunities for Marketing Expansion:
 - Social media advertising
 - SEO improvements
 - Expanded product listings
 - Additional marketplaces (Amazon, Wayfair, etc.)
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9. Growth Opportunities

The business has deliberately remained small and manageable, but there is vast potential for scale:

- Improved digital marketing strategy
- Investment in faster machinery and production
- Offering faster shipping and delivery services
- Expanding product range to include trending furniture and accessories (e.g., dining chairs)
- Improved customer service and phone-based sales support
- Enhanced photography and website UX
- Bulk purchasing of materials to increase margins

The sellers estimate that sales and profit could potentially double within 12 months with the right investment and marketing effort.

10. Reason for Sale & Handover

- Reason for Sale: Health concerns and desire to focus on family and a smaller secondary venture
 - Handover Support: Full support and training provided
 - Non-Compete: Sellers are happy to agree to non-compete clause
 - Transition Timeframe: Flexible – handover anticipated to take 2–3 weeks
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11. Sale Details

- Business for Sale: As a going concern (assets, goodwill, customer base, staff, website, IP, etc.)
 - Fixtures & Fittings: Included
 - Stock: TBC – minimal, as products are made to order
 - Asking Price: Available on request
 - Property: Leasehold
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12. Why Acquire This Business?

- Well-established, reputable brand in the handmade furniture sector
 - Strong recurring order volume with minimal marketing
 - Excellent reputation for customer service and product quality
 - Environmental and sustainability appeal
 - Low overheads and flexible premises
 - Turnkey opportunity with staff and systems in place
 - Room for scale, diversification, and modernization
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Next Steps

For further information, financial documents, or to arrange a confidential viewing.

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Next Steps & Contact

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