



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Established Bespoke Fitted Furniture Manufacturer & Installer
Business for sale**

Hampshire

Asking Price: £200,000

Reference: FB05-ABS | Confidential Memorandum

Asking Price: Offers in the region of £200,000 inclusive of net assets (circa £17,000 as per 2025 accounts)

Current Turnover: circa £613,000 p.a.

EBITDA (pre director drawings) circa £120,000 p.a.

Strong Forward Order Book

Key Investment Highlights

- Established for nearly 24 years, with a strong reputation across its local marketplace.
- Latest reported turnover of c£613,000.
- EBITDA of approximately £120,000 p.a. pre director drawings
- Current installation lead time of approximately 18–20 weeks, demonstrating strong underlying demand.
- More than 300 five-star Checkatrade reviews, supported by further positive reviews through Google and social media.
- Strong enquiry-to-order conversion rate of approximately 60–70%.
- Approximately 30–40% of business generated through returning customers and recommendations.
- Genuine bespoke manufacturing capability rather than standard modular furniture installation.
- Established workshop, machinery, showroom, offices and experienced team.
- Considerable potential to increase turnover through additional fitting teams, workshop staff, geographic expansion and increased marketing.
- Vendors prepared to provide a structured handover and up to three months' consultancy support, if required.

Executive Overview

An excellent opportunity to acquire a long-established and highly regarded bespoke fitted furniture business specialising in the design, manufacture and installation of individually made bedroom, home and office furniture.

With more than 300 five-star Checkatrade reviews, a conversion rate of approximately 60–70%, significant repeat and referral business, and considerable scope to increase production capacity and geographic coverage, this represents an attractive acquisition for an owner-operator, existing furniture manufacturer, interiors specialist or strategic trade purchaser.

Abercorn Business Sales is delighted to present the confidential sale of a well-established bespoke fitted furniture design, manufacturing and installation business situated in Hampshire.

Established in 2002, the company has developed an excellent reputation for producing genuinely custom-made, fitted furniture, designed individually around each customer's property, available space, and storage requirements.

The business generated £612,761 in turnover in its latest financial year, with EBITDA of approximately £120,000, and currently benefits from an exceptional 18 to 20-week installation lead time.

Unlike many larger national competitors operating with more standardised product ranges, every installation is designed specifically for the customer and manufactured to fit the precise dimensions of the available space.

The company manages the entire customer journey, from initial inquiry and consultation through design, manufacturing, installation, and aftercare.

Its reputation has been built upon quality workmanship, communication, reliability, value for money and a consultative rather than high-pressure approach to selling.

These qualities have led to substantial customer recommendations and repeat business.

Demand is currently particularly encouraging, with installations booked approximately 18–20 weeks ahead and a reported sales conversion rate of approximately 60–70%.

The business therefore represents a rare opportunity to acquire an established manufacturing and installation operation with strong customer demand, demonstrable profitability, an experienced workforce and considerable potential for further expansion.

Business Background

The business was established in 2002 following many years of experience within the fitted furniture industry.

Its founder originally learned the trade working within another successful family furniture business and accumulated extensive practical manufacturing and industry experience before establishing the present company.

From modest beginnings, the business has developed into an established operation offering design, manufacturing, installation and customer service from dedicated premises in Hampshire.

The company has subsequently built a substantial base of satisfied customers and an enviable local reputation.

Management has combined technical manufacturing expertise with strong sales, marketing, administration and customer relationship management.

This combination has helped establish a business recognised for:

- Bespoke craftsmanship
- Customer communication
- Reliability
- Quality installation
- Honest advice
- Value for money
- Strong aftercare

The present owners have operated the business for almost 24 years and are now seeking a new challenge, together with a less pressured lifestyle and eventual semi-retirement.

The sale is therefore motivated by lifestyle considerations rather than any underlying weakness in the business.

Products & Services

The company designs, manufactures and installs custom-made fitted furniture for residential and

commercial clients.

Every project is individually designed around the customer's requirements and available space.

Principal Products Include

- Bespoke fitted bedroom furniture
- Built-in wardrobes
- Sliding wardrobes
- Media walls
- Drop-down wall beds
- Home office furniture
- Hallway storage
- Bench seating
- Furniture designed for angled or difficult spaces
- Reception desks
- Office furniture
- Furniture for educational establishments

The core specialism remains bedroom furniture, although the company's manufacturing capabilities allow it to produce a considerably wider range of fitted furniture solutions.

Genuine Bespoke Manufacturing

A particularly important competitive advantage is that the furniture is genuinely made-to-measure.

Rather than asking customers to adapt their requirements to predetermined cabinet sizes, the company creates furniture specifically for the available space.

This allows customers greater freedom in:

- Layout
- Storage configuration
- Dimensions
- Colour
- Finish
- Internal design
- Space utilisation

This flexibility is particularly attractive for customers with unusual room dimensions, sloping ceilings, restricted spaces or specific storage requirements.

Customer Proposition

The philosophy of the business can effectively be summarized as:

Advice Rather Than Sell

The company has deliberately avoided aggressive selling techniques.

Instead, customers are guided through the process and advised on solutions appropriate for their property, requirements and budget.

The owners consider listening and communication to be central to the company's customer service philosophy.

Customers are supported throughout:

Enquiry ? Consultation ? Design ? Manufacture ? Installation ? Aftercare

This approach has helped establish exceptional levels of customer satisfaction and recommendation.

The owners identify the principal reasons customers select the business as:

- Truly custom-made furniture
 - Local family-business approach
 - No high-pressure selling
 - Excellent communication
 - Quality workmanship
 - Strong customer feedback
 - Reliable installation
 - Competitive value for money
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Reputation & Customer Reviews

The business has developed an excellent reputation over many years.

It currently benefits from more than 300 five-star Checkatrade reviews, together with numerous additional five-star reviews across Google and Facebook.

Customers commonly regard the company as:

- Trustworthy
- Reliable
- Communicative
- Good value for money
- Quality focused
- Professional
- Capable of exceeding expectations

The installation team is also regarded as an important contributor to the company's reputation.

Customer recommendation has become a meaningful source of new business and provides valuable evidence of the goodwill accumulated by the company.

Customers & Market Position

Approximately 90% of revenue is generated from domestic customers, with the balance coming from commercial clients.

Commercial work is predominantly undertaken for educational establishments and similar organisations.

Approximately 30% of customers are previous or returning clients, while recommendations represent a further important source of enquiries.

The company therefore benefits from a healthy combination of:

- New customer enquiries
- Repeat customers
- Previous customers
- Recommendations
- Commercial contracts

Management estimates that approximately 30–40% of total business is attributable to returning customers and recommendations.

This provides an attractive degree of resilience and demonstrates the strength of the company's local reputation.

Competitive Position

The fitted furniture market includes several substantial national operators as well as smaller independent businesses.

The company competes successfully against major national fitted-furniture brands.

Management reports regularly securing orders from customers who have already obtained quotations from larger competitors.

Customers frequently prefer the company's:

- Personal service
- Local presence
- Genuine bespoke manufacturing capability
- Flexibility
- Consultative sales process
- Competitive value
- Communication
- Reputation

The company's position between large national operators and smaller general furniture businesses provides it with an attractive market niche.

It combines the manufacturing capability, and professionalism customers expect from a larger operation with the flexibility and personal service associated with a well-run independent business.

Sales Performance & Current Demand

The company is currently trading strongly.

Demand has resulted in an installation lead time of approximately:

18–20 Weeks

with work booked months in advance.

Management reports a quotation-to-order conversion rate of approximately:

60–70%

This level of conversion demonstrates the effectiveness of the company's reputation, customer proposition and sales process.

The combination of substantial forward orders and a high conversion rate provides a prospective purchaser with meaningful visibility over future trading activity.

Marketing

The business currently generates enquiries through a relatively focused marketing programme.

Principal channels include:

- Google
- Checkatrade
- Social media
- Company website
- Customer recommendations
- Repeat business

Importantly, the company has achieved its current turnover without using every potentially available marketing channel.

This creates a clear opportunity for an incoming purchaser with greater marketing resources or an established digital marketing operation.

Potential initiatives could include:

- Increased Google advertising
 - Search engine optimisation
 - Expanded social media campaigns
 - Video marketing
 - Content marketing
 - Customer email campaigns
 - Referral programmes
 - Geographic advertising
 - Commercial-sector campaigns
 - Partnerships with property and interior-design professionals
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Operations

The company operates from established leasehold premises.

The location provides convenient access from the surrounding area and benefits from customer parking.

The premises incorporate:

- Manufacturing workshop

- Machinery area
- Mezzanine
- Showroom
- Office accommodation
- Staff facilities

The business therefore controls the key elements of the customer proposition internally, from design and customer liaison through manufacturing and installation.

This integrated structure is an important advantage, allowing management to maintain control over quality and customer service.

Technology & Manufacturing

The company uses modern technology within its administration and manufacturing activities, including:

- Apple Mac computers
- CNC manufacturing software
- Dedicated workshop machinery
- Established operational procedures

Its production capability enables truly bespoke furniture to be manufactured around individual customer specifications.

Internal quality systems have also been established covering areas including:

- Manufacturing checks
- Pre-installation quality checks
- Snagging and remedial recording
- Machinery maintenance
- PAT testing
- Fire safety
- Documented operating procedures

These systems should assist the transition of the business to a new owner.

Employees

The business currently employs six full-time personnel, including the owners.

Established roles include responsibilities for:

- Customer sales
- Workshop management
- Customer liaison
- Administration
- Manufacturing
- Installation

Job descriptions are available for staff members and employees operate under established employment terms and conditions.

The presence of experienced personnel provides an incoming owner with valuable operational continuity.

Management has also identified increasing employee numbers as one of the principal opportunities available to a purchaser.

Suppliers

The business is not considered unduly dependent upon any individual supplier.

Management periodically reviews suppliers to ensure competitive pricing, service and delivery reliability.

Alternative sources have historically been available, and the company has demonstrated its ability to change suppliers where appropriate.

The current supplier base is considered satisfactory and would be recommended to an incoming purchaser.

This diversified approach reduces procurement dependency and strengthens operational resilience.

Financial Performance

The business has produced the following reported results:

Financial Year	Turnover	Gross Profit
2025	£612,761	£268,425
2024	£540,785	£176,408
2023	£563,009	£230,592

Current EBITDA: Approximately £120,000

Approximate Net Asset Value: circa £17,000 as per 2025 accounts

2025 demonstrated particularly encouraging performance, with turnover increasing to more than £612,000 alongside substantial improvement in gross and net profitability. Vendor advises similar figures if not better are expected for 2026.

Full financial information can be made available to suitably qualified prospective purchasers at the appropriate stage of discussions.

Growth Opportunities

One of the principal attractions of this acquisition is that the business has significant potential to increase capacity and revenue without fundamentally changing its successful operating model.

Geographic Expansion

The company currently primarily serves customers within approximately a 20–30 mile radius.

Expanding this territory represents an obvious opportunity to access a considerably larger addressable market.

Additional Installation Capacity

The existing workload suggests that capacity, rather than customer demand, may represent one of the principal constraints on growth.

Recruiting an additional installation team could allow the company to undertake significantly more projects simultaneously.

Workshop Expansion

Additional bench joiners and manufacturing personnel could increase workshop throughput and support additional fitting capacity.

Increased Marketing

Management believes greater expenditure across existing and additional marketing channels could generate further enquiries.

This could become particularly effective when combined with increased manufacturing and fitting capacity.

Extended Opening Hours

The showroom currently operates relatively restricted hours.

Weekend openings and longer hours could make the business more accessible to more prospective customers.

Increased Home Consultations

Home consultations are presently undertaken on only two days each week.

Increasing availability could generate additional conversions and shorten customer lead times.

Commercial Development

Commercial business currently represents approximately 10% of activity.

A structured programme targeting schools, offices, property companies, interior designers and other organisations could create an additional revenue stream.

Potential for Increased Turnover

Management believes that additional advertising, increased staffing, and greater production capacity could increase sales by approximately 25%.

There is also potential for a more ambitious purchaser to pursue considerably greater expansion through:

- Additional territories
- Multiple installation teams
- Expanded workshop capacity
- Enhanced digital marketing
- Additional commercial customers
- Partnerships
- Broader product ranges

The existing business therefore provides an established platform from which a purchaser could pursue further growth rather than having to develop an operation from the ground up.

Premises

The business occupies leasehold premises.

The premises include:

- Workshop and manufacturing area
- Machinery space
- Mezzanine
- Showroom
- Offices
- Staff facilities
- Customer parking

The site benefits from convenient road access.

Current Annual Rent

£108,000 plus insurance

Business Rates

Approximately £6,886 per annum Remove all the above in red

The existing five-year lease expires in July 2027, with discussions regarding future lease arrangements anticipated with the landlord.

Further property information will be made available to qualified prospective purchasers.

Transferability & Handover

Considerable thought has been given to ensuring that the operation can successfully transfer to new ownership.

A detailed business operations manual is available explaining the principal areas of the company.

The vendors are also prepared to provide an appropriate handover and, if required, up to approximately:

Three Months' Consultancy Support

following completion.

This should provide a purchaser with sufficient time to become familiar with:

- Customers
- Sales processes
- Manufacturing
- Suppliers
- Systems
- Employees
- Installation procedures
- Quality standards
- Day-to-day administration

Some technical understanding would be advantageous, although the presence of established employees, documented systems and vendor support should assist the transition.

Reason for Sale

The owners have operated the company for almost 24 years. Having successfully developed the business over this period, they now wish to pursue a fresh challenge in another sector and relocate to a different area of the UK.

Their longer-term intention is to move towards semi-retirement and a less pressured lifestyle.

Support and Training:

The vendors are prepared to provide support to the purchaser and have indicated their willingness to enter into appropriate non-compete arrangements.

The preferred sale timetable is approximately six to twelve months.

Ideal Purchaser

This acquisition could appeal to a range of purchasers.

Owner-Operator

An individual or partnership seeking an established, profitable business with employees, premises, systems and an existing customer base.

Existing Furniture Manufacturer

A fitted furniture, joinery or cabinet-making company seeking additional turnover, geographic presence and manufacturing capability.

Interior Fit-Out Business

An interiors or refurbishment company wishing to add in-house bespoke fitted furniture capability.

Strategic Trade Purchaser

An industry participant seeking an established customer base, skilled employees and a respected regional brand.

Sales & Marketing-Led Acquirer

A purchaser with stronger digital marketing capabilities could potentially accelerate growth by combining increased lead generation with additional production capacity.

Why This Opportunity Merits Serious Consideration

Acquiring an established business with nearly 24 years of history, experienced employees, manufacturing capability and substantial customer goodwill is fundamentally different from establishing a new fitted furniture operation.

A purchaser would immediately benefit from:

- Established trading history
- Proven demand
- Experienced employees
- Existing premises
- Manufacturing infrastructure
- Equipment and operational systems
- Strong online reviews
- High enquiry conversion
- Repeat and referral customers
- Established suppliers
- Forward workload
- Recognised local reputation
- Vendor handover
- Clear avenues for expansion

Perhaps most importantly, the business already possesses what can take many years to create:

Customer Trust

Its strong review profile, repeat business, referrals and lengthy current order book provide compelling evidence of the goodwill accumulated by the company.

Investment Rationale

This opportunity combines several characteristics sought by purchasers of established owner-managed businesses:

Longevity

Nearly 24 years of successful trading.

Profitability

Approximately £120,000 EBITDA.

Demand

18–20 week installation lead time.

Reputation

More than 300 five-star Checkatrade reviews.

Customer Loyalty

Substantial repeat and referral business.

Conversion

Approximately 60–70% enquiry-to-order conversion.

Differentiation

Genuinely bespoke, made-to-measure manufacturing.

Infrastructure

Existing workshop, showroom, machinery, systems and staff.

Transferability

Operations manual, experienced employees and vendor handover.

Growth

Opportunities through staffing, capacity, geography, marketing and commercial development.

Taken together, these characteristics make the business an attractive acquisition for a purchaser seeking an established operation with both current profitability and meaningful future potential.

Confidential Enquiries

The business is being marketed on a strictly confidential basis.

Employees, customers, suppliers and other third parties are not aware that the business is being offered for sale.

Prospective purchasers must therefore not approach the business, employees, customers, suppliers, landlord or associated parties directly.

Further information, including the identity of the company and more detailed financial and operational information, will be provided only to suitably qualified prospective purchasers following completion of Abercorn Business Sales' confidentiality procedures.

For Further Confidential Information

Abercorn Business Sales

Telephone: 0800 246 1313

Email: expert@aberncornbusinesssales.com

Confidential Business Sales | Professional Negotiation | Experienced Deal Management

Abercorn Business Sales works with business owners and prospective purchasers throughout the transaction process, providing professional support from initial marketing and purchaser qualification through negotiation and completion.

All enquiries will be treated in the strictest confidence.



ABERCORN BUSINESS SALES
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Next Steps & Contact

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