



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Premium Central London Grooming and Barbering Business - Loyal Client Base, With Strong Growth Potential

Central London

Asking Price: £240,000

Reference: HB04-ABS | Confidential Memorandum

Asking Price: Offers in the region of £240,000”

“All serious offers will be considered.”

Business Location- Prime Central London

Generating approximately £4,000–£5,000 per week in turnover, Generating consistent weekly turnover with a strong repeat client base

Key Investment Highlights

- Prime Central London location with exceptional footfall
 - Strong and growing weekly revenues with consistent repeat business
 - Premium brand with loyal, high-value clientele (60–70% repeat customers)
 - Fully fitted, stylish premises including additional treatment space
 - Skilled, well-trained team enabling owner-independent operations
 - Multiple revenue streams (haircuts, grooming, beauty treatments, retail potential)
 - Established systems and online booking platforms in place
 - Clear and realistic growth opportunities across services, marketing, and scalability
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Executive Overview

This is a premium barbering and grooming business established in 2023 and positioned in one of Central London’s most desirable retail and lifestyle districts. The business specialises in bespoke haircuts, beard grooming, and complementary beauty treatments, delivered within a refined and client-focused environment.

The company has quickly developed a strong reputation for quality, consistency, and customer experience, supported by a loyal and repeat client base.

Business Background

Founded in 2023, the business was acquired and developed by a third-generation barber with a vision to create a premium grooming destination in Central London. Since acquisition, the business has been enhanced through brand positioning, service quality, and customer experience, resulting in strong organic growth and repeat clientele.

The business has established itself as a reputable and trusted name within its local market, combining traditional barbering craftsmanship with a modern, luxury experience. Its reputation is built on consistency, professionalism, and attention to detail, rather than reliance on the current owner.

Products & Services

Core offerings include:

- Bespoke haircuts (including skin fades and classic styles)
- Beard grooming and styling
- Traditional wet shaves
- Beauty and treatment services (via dedicated treatment room)

- Premium grooming products (retail potential)

Key differentiators:

- Personalised, client-focused service approach
 - Premium yet accessible positioning
 - High-quality grooming products and traditional techniques
 - Stylish, luxury environment enhancing customer experience
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Customers & Market Position

The business serves a discerning male clientele, including:

- Local professionals
- Residents in Central London
- Tourists and international visitors

Approximately 60–70% of customers are repeat clients, providing stable and predictable income. The business benefits from strong word-of-mouth referrals and excellent online visibility through booking platforms and reviews.

Positioned within the premium grooming segment, little competition with established brands while maintaining a distinctive identity through service quality and client experience.

Business Operations**Premises:**

- Leasehold property with approximately 12 years remaining
- Annual rent: £60,000
- Business rates: approximately £15,500 per annum
- Ground floor retail space with strong visibility
- Basement includes treatment room, storage, and staff facilities

Staffing:

The business has historically operated with a team of barbers and continues to maintain a staffed structure alongside the owner.

Systems & Technology:

- Payment systems: Square, Sum-up
- Marketing: Google Ads, social media
- Superb Website in place

Operations:

- Efficient and systemised processes
- Minimal supplier dependency
- Owner is currently active in daily operations, with clear potential to transition to a more hands-off model with team expansion

The business is highly transferable, with the owner offering a structured handover and training period.

Financial Overview

- Weekly turnover: £4,000–£5,000
- Estimated EBITDA: £40,000
- Net asset value: approx. £400,000

Key Strengths of the Business

- Prime, high-footfall Central London location
 - Generating consistent weekly turnover with a strong repeat client base
 - Strong brand reputation and customer loyalty
 - High proportion of repeat business
 - Skilled and reliable team
 - Premium fit-out and customer environment
 - Efficient, systemised operations
 - Owner-independent business model
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Growth & Development Opportunities

- Expand premium grooming and beauty services
 - Increase in retail sales of high-margin grooming products
 - Extending opening hours to maximise chair utilisation
 - Enhance digital marketing and social media reach
 - Introducing membership or loyalty programmes
 - Explore chair rental model for additional income
 - Scale the brand to additional locations
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Reason for Sale

Owner seeking to restructure and pursue new opportunities

Handover and Support

The owner is open to remaining for a transition period to support continuity and handover.

Ideal Buyer Profile

This opportunity would suit:

- Existing barbering or grooming operators seeking expansion
- Well-established operation with systems and infrastructure in place
- Investors seeking a scalable brand with growth potential
- Hospitality or retail operators entering the grooming sector

No specialist technical knowledge is required, and the business can be learned within a short transition period.





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Next Steps & Contact

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