



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Bespoke High-End Florist for Sale

Central/West London

Asking Price: £499,000

Reference: RB07-ABS | Confidential Memorandum

This is a superb opportunity to acquire a flourishing, high-end florist in a sought-after location, with a proven track record and substantial potential for further growth.

Asking Price: Offer in the region of £499,000 - Cash free debt free.

Stock Available: Circa £20,000-£30,000

Turnover for last financial year: circa £917,000.

Gross Profit: circa £507,000.

Operating Profit (pre director drawings): circa £330,000.

Key Highlights:

- Over 19 years of trading with a loyal and diverse client base
- Located in one of London's most fashionable and wealthy areas
- Serves high-end clients, including the public and corporate contracts
- Impressive gross profit and pre-tax profits with scope for expansion
- Highly rated on social media with established website, 2068 Instagram followers

Business Overview

This Florist is a distinguished floral design service provider, known for creating bespoke, elegant arrangements tailored to individual tastes.

With over 19 years of experience, this florist combines top-quality blooms, sophisticated designs, and exceptional personal service to elevate any occasion. Whether it's a wedding, a corporate event, or simply a "thank you" bouquet, this florist ensures that every client receives a personalised and unforgettable experience.

Business Profile

The florist generates annual sales of over £917,000 and boasts a strong gross profit of £507,000 and a Pre-Tax Profit of £330,000 p.a. (pre-director drawings).

The business currently closes for the entire month of August, leaving room to boost both turnover and profitability by extending operations year-round. Expanding online sales and delivery services offers another substantial growth opportunity.

This florist is renowned for its wide selection of traditional and seasonal fresh flowers and arrangements, catering to events such as weddings, funerals, corporate functions, birthdays, and major holidays like Mother's Day and Valentine's Day.

Key Features

1. Wedding Floral Design:

This florist specialises in creating unique, stunning arrangements for weddings. Whether your style is classic, romantic, or contemporary, the team work closely with couples to craft floral displays that perfectly complement their special day.

2. Event Floral Design:

From intimate dinner parties to large-scale celebrations, the florist enhances the ambiance of any event

with beautiful, tailored arrangements. Whether for birthdays, christenings, or engagements, clients can trust the team to deliver something extraordinary.

3. Corporate Contracts & Special Occasions:

With a long history of corporate partnerships, the florist offers floral design services for offices, corporate events, and special occasions, delivering elegance and professionalism every time.

4. Bouquet Services:

The team offers everything from simple, elegant posies to extravagant bouquets and orchid displays, using the finest quality Dutch and local seasonal flowers. Each bouquet is custom-made to suit the client's needs and personal tastes.

Client Experience

At this florist, customer satisfaction is at the heart of every service. The team is dedicated to providing prompt delivery, flawless execution, and an overall seamless experience, ensuring that each event or arrangement leaves a lasting impression.

This high-end florist, with over 19 years of trading experience, serves a broad range of clients, including the public, the entertainment industry, and corporate contracts, with a particular focus on weddings and special occasions. The business is backed by a stylish and spacious showroom and benefits from an excellent reputation with a 4.7-star rating on Google My Business.

Staff

The business is fully managed by the owner who works full time along with dedicated team of three full-time staff and two part time drivers.

Premises

The business operates from a beautifully presented ground-floor showroom on a prominent road in Central/West London.

The premises include a fully glazed frontage for product display, and a basement storage area. The lease, protected by the Landlord and Tenants Act, has approximately 7 years remaining with a modest annual rent of £21,000.

Lease Terms:

- Annual Rent: £21,000
- Lease Remaining: 8 years
- Rates: Approx. £108/month

Growth Potential

Despite its current success, the business remains ripe for expansion. Proactive social media marketing and a more focused approach to online sales could significantly boost exposure. Extending opening hours, including the addition of Sunday operations and remaining open in August, could further enhance turnover and profitability.

Advertising and Marketing:

A prime source of sales are the repeat customers and word of mouth recommendations. The Advertising

and Marketing carried out by the business is the website, and Instagram.

Support & Training

The owner is offering a comprehensive handover to ensure a smooth transition.

Reason for Sale

The vendor is selling the business to focus on his property business and spend more time with family.

Next Step: To Register Interest: You will need to fully complete our Confidentiality Agreement.

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Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com