



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Profitable Central London Bridal Boutique in Central London - Established Bridal Brand

Central London

Asking Price: £500,000

Reference: RB13-ABS | Confidential Memorandum

Asking Price: £500,000 Plus Stock at value

Stock Value: circa £60,000

Projected Turnover: circa £1,000,000

Annual Profitability: circa £180,000

Unique Selling Points (USPs):

1. Bespoke and modern bridal designs with endless customisation options
2. Long-standing supplier relationship with trusted manufacturer in China (8+ years)
3. Outstanding customer service ethos – genuinely caring and attentive
4. Established brand presence and marketing reach via social media & SEO
5. Well-structured systems and processes (Zoho CRM, automated data flows)

Products & Services

Specialists in:

- Wedding Dresses – modern, stylish, and fully customisable designs
- Bespoke Alterations & Customisation – tailored to individual brides' requirements
- Complementary Accessories – as part of the bridal shopping experience

Revenue is generated from one-off, high-value purchases. The business have lots of brides travelling from London including outside London and Europe to come try their bridal dresses due to its unique fitting and style plus an amazing online reputation.

Executive Summary

A highly regarded bridal boutique specialising in modern, customisable wedding dresses. Established in 2017 and located in Central London, the business has developed a strong reputation for unique designs, flawless customer service, and excellent customer satisfaction (rated 4.8/5 on Google).

The business consistently generates revenues in excess of £1,000,000 per annum, delivering annual net profits of £180,000, despite the current owner only working part-time. With strong operational systems, a dedicated team, and a proven supply chain, this is a turnkey acquisition with scope for further growth. The business also has established SOP training procedure, and they can onboard someone very quickly.

Business Overview

- Established: 2017
- Location: Central London
- Ownership: Sole owner-operated business, supported by staff
- Reputation: Rated 4.8/5 on Google; strong word-of-mouth referrals

Market & Clients

- **Client Base:** Primarily London and the South-East United Kingdom brides; international enquiries are also received.
- **Market Position:** Differentiated through unique design, customisation, and quality.
- **Demand:** The London bridal market remains strong, with significant repeat demand due to consistent wedding volumes.
- **Reputation:** Excellent reputation (4.8/5 on Google) with a high proportion of referrals and word-of-mouth customers.

Operations

- **Premises:** Leasehold boutique studio
- **Staff:**
 - 2 full-time staff
 - 2 part-time staff
- **Owner's Role:** Oversight, accounting, HR, liaison with manufacturer, and strategic management.
- **Systems & Technology:**
 - CRM: Zoho Inventory, Lead & Order Management
 - Marketing: Mailchimp, SEO, Instagram, TikTok, Pinterest
 - Automation: MAKE – integrated data entry, bookings, email campaigns, accounts.

Financial Summary

Yearly Revenue (£)	Net Profit (£)
Year 2022 - £600,000	£170,000
Year 2023- £610,000	£175,000
Year 2024- £620,000	£180,000

- Consistently profitable with strong cash flow.
- Potential profitability for a more involved owner is estimated at £250,000 per annum

Growth Opportunities

The business is currently run part-time by the owner. A committed, full-time operator could significantly increase profitability by:

- Expanding digital marketing & SEO to reach a wider UK and international audience.
- Increasing social media presence and influencer collaborations.
- Extending product range (bridesmaid dresses, accessories, men's formalwear).
- Building on the existing brand reputation to open additional locations.
- Leveraging strong supplier relationships for exclusive collections.

Reason for Sale: The current owner is selling due to relocation away from London. With limited capacity to manage the business full-time, they are seeking a buyer who can unlock its full potential.

Support and Training: The seller is willing to provide a comprehensive handover and training period, ensuring a smooth transition. They will also agree to a non-compete undertaking

Next Steps:

This opportunity is being marketed by Abercorn Business Sales.

- Further details, including the full financials and lease information, will be disclosed following the signing of a Non-Disclosure Agreement (NDA).

- Interested parties should contact Abercorn Business in confidence to register their interest.

Confidentiality Notice: This document has been prepared for information purposes only. It is intended solely for qualified buyers and should not be shared without prior consent.

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Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com