



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Norfolk

Asking Price: £150,000

Reference: RB15-ABS | Confidential Memorandum

Asking price: £150,000 plus stock (stock value circa £70,000)

Asking price is based on cash free debt free basis.

Turnover: circa £200,000+ per annum

Gross Profits: circa £100,000+ per annum

Property: Leasehold shop/premises.

Sale Details:

- Included in Sale: Business goodwill, fixtures & fittings, stock valuation
- Reason for Sale: Retirement
- Transition Support: Negotiable handover period
- Non-Compete: Offered

Key Selling Points

1. Strong Brand & Legacy – Over 70 years of trading history with enduring goodwill.
2. Prime Location – Shop occupies a high-footfall site in a central location.
3. Loyal Customer Base – High levels of new and repeat custom from both locals and visitors.
4. Retirement Sale – No legacy issues; full handover available.

Buyer Potential:

- Launch e-commerce or click-and-collect services
- Expand marketing channels (social media, email, local PR)
- Broaden product range or explore concessions/brands
- Introducing customer loyalty scheme

Business Overview

This is a rare opportunity to acquire a long-established and highly respected retailer of high-quality country and lifestyle clothing, serving discerning clientele from East Anglia and beyond.

With roots dating back to the 1950s, the brand has become synonymous with classic British style, personal service, and quality clothing, accessories & footwear fashion for men and women and children.

The current owners acquired the business in 1991, building on its heritage and expanding the brand's footprint.

This is a rare opportunity to acquire a well-run and profitable retail business with two prime high street locations, a loyal customer base, a strong brand identity, and an exceptional reputation for quality and service.

Operations & Staff

The business trades six days a week, with Sunday openings during peak seasons. The premises are well-presented and equipped with security systems including alarms and CCTV. Operations are

straightforward, and the business does not require technical knowledge to run.

The owners are willing to offer a structured handover, ensuring a smooth transition, however this should be straightforward as the business runs day to day without the vendor's involvement. Key employees are in place and expected to remain post-sale.

Staffing Summary: please check

- 4 Full-time staff (retail & supervisory roles)
- 2 Part-time staff

All employees have formal contracts in place.

Business Hours:

10am till 5pm six days a week

Open Sundays 3 months of the year

Leasehold Premises:

- Ownership: Leasehold
- Ownership: Leasehold (rolling lease, originally 10 years)
- Description: Prominent retail unit
- Rent Reviews: 3 years
- Utilities: Electricity, water, broadband

Customers & Market Position

The customer base includes locals, rural and global visitors, and loyal returning customers seeking premium country clothing. While many independent retailers have struggled, the retailer has maintained consistent trade through strong word-of-mouth and repeat business.

The owners believe the business faces little direct competition due to its niche positioning and product curation.

Typical Clients Include:

- Country lifestyle enthusiasts
- Young, Middle-aged and senior customers
- City dwellers seeking durable, high-quality garments

Marketing & Technology:

Marketing is primarily local and word-of-mouth, supported by in-store presentation and seasonal windows. The business could benefit from a digital refresh and online expansion.

- Website: The Business enjoys an ecommerce site.
- Marketing: Local advertising, seasonal footfall, direct service
- Technology: Standard retail till system, broadband-enabled

Next Steps

This is a confidential sale; Buyers will need to fully complete our Confidentiality Agreement form (NDA).





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Next Steps & Contact

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