



ABERCORN BUSINESS SALES **SUCCESSFULLY SELLING YOUR BUSINESS**



**Long-Established School Uniform Retailer Serving 49 schools across
East London -Trading Since 1967**

East London

Asking Price: £100,000

Reference: RB17-ABS | Confidential Memorandum

Asking: Offers in the region of £100,000 plus stock at valuation

Stock Value: circa £100,000

Current Annual Sales: circa £400,000 per annum

Gross Profit: circa £176,000 per annum

Executive Summary:

This long-established School wear retailer represents a rare opportunity to acquire a well-established, trusted school uniform retailer with over 55 years of trading history.

Founded in 1967, the business has built a strong reputation within its local community for supplying high-quality, durable school uniforms with excellent customer service.

Operating through a well-located retail shop in East London and a secure e-commerce website, the business benefits from a loyal customer base and long-standing relationships with local schools and reputable suppliers.

The business has successfully adapted to modern retail trends through online ordering and social media marketing.

With steady trading, a recognised brand, and significant opportunities for expansion through additional school partnerships and digital marketing, the business offers an attractive acquisition for:

- An entrepreneur seeking a stable retail business with strong community ties
- A family operator looking for a well-established enterprise
- A school wear retailer or clothing business seeking regional expansion

The current owner is now seeking to retire after many years in the business and is committed to ensuring a smooth transition to a new owner.

Business Overview:

Our client is a long-standing family business specialising in school uniforms, trading continuously since June 1967.

Founded by the current owner's parents, the business has developed into a trusted supplier for families across the local area and surrounding communities. Over the decades, the business has built a reputation for:

- Reliable service
- High-quality uniform products
- A well-organised retail experience
- Strong customer loyalty

The business operates through:

- A physical retail store in East London
- A secure e-commerce website enabling parents to order uniforms online
- Telephone ordering services

This blended retail model allows customers to purchase uniforms conveniently throughout the year. The business continues to trade steadily, supported by a loyal and repeat customer base and consistent seasonal demand linked to the academic calendar.

Products & Services

Specialists in the supply of school uniforms, school sportswear and accessories, catering primarily to local families and schools.

Core Product Categories

- School uniforms
- Branded school garments
- Accessories and school wear essentials

Key Features of the Business:

Established brand recognition

- Over 55 years of continuous trading
- Well-known and trusted within the community

Quality products

- Durable, high-quality uniforms
- Sourced from leading suppliers

Ethical and sustainable uniform range

- Responsibly sourced materials
- Increasingly popular with schools and parents

Convenient purchasing options

- In-store retail experience
- Secure e-commerce platform
- Telephone ordering

Customer Experience

The business is widely recognised for its:

- Helpful and knowledgeable staff
 - Ability to fit uniforms for all shapes and sizes
 - Well-organised retail layout
 - Efficient and friendly service
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Market & Clients:

The business service the local community, providing uniforms to families with children attending schools in and around London.

Customer Base:

The business benefits from a large and loyal customer base, including:

- Local families
- Parents of school-aged children
- Scout organisations
- Repeat customers across generations

Many families return year after year as children progress through school.

Market Position:

The business competes primarily with other local school uniform retailers, but maintains a competitive advantage through:

- Long-standing reputation
- Trusted local brand
- Well-organised retail experience
- Ethical uniform product line
- Personal customer service

These factors have helped maintain strong customer loyalty.

Business Operations:

Location:

The business operates from a retail shop in East London, a densely populated area with a strong local community and steady demand for school uniforms.

Business Hours:

Monday – Saturday:
9:30 AM – 5:30 PM

Technology:

The business utilises:

- Laptops and office systems
- Social media platforms
- E-commerce website
- Customer communications via email/newsletters

Staffing:

The business operates with a small and efficient team.

Role	Number	Description
Manager	1 (Full Time)	Oversees daily operations
Sales Assistants	3 (Part Time)	Customer service and sales

All staff have formal employment contracts and terms of employment.

Supplier Relationships:

Working with several leading uniform brands and suppliers, ensuring reliable product supply and quality. The business is not dependent on a single supplier, reducing operational risk. They currently supply 31 primary schools and 18 secondary schools, making a total of 49 schools.

Trade Associations:

- Member of Bira (British Independent Retailers Association)

Owner Involvement:

The owner operates on a part-time basis and they have excellent trustworthy staff. A new owner could expect to become fully familiar with operations within approximately 2-3 months.

Handover and Support:

The owner is willing to provide training and handover support if required.

Financial Summary:

Detailed financial information will be provided to qualified buyers following the signing of a Non-Disclosure Agreement (NDA).

Indicative financial highlights include:

	Financial Metric	Details
	Turnover	c£400,000 p.a.
	Gross Profit	c£176,000 p.a.
	Stock	c£100,000

The business benefits from consistent seasonal demand and repeat customers, contributing to stable trading.

Growth Opportunities:

The Business offers several opportunities for growth and development under new ownership.

1. Expand School Partnerships

The most immediate opportunity lies in supplying uniforms to additional schools, particularly outside the current local area.

2. E-Commerce Growth

Further investment in the website and online marketing could significantly increase online sales.

3. Digital Marketing

The business already uses:

- Facebook
- Instagram
- TikTok

However, there is significant potential to expand reach through:

- Targeted social media advertising
- Google search marketing
- Parent community groups

4. Sustainable Product Range

The ethical uniform range made from recycled materials is gaining traction and could be expanded further.

5. Direct Marketing

The business maintains a mailing list and sends regular newsletters, offering further opportunities for promotions and seasonal campaigns.

Reason for Sale:

The current owner is seeking to retire after many years in the business. The business remains healthy and stable, and the owner wishes to pass the company to a new owner who can continue its long-standing reputation within the community.

The owner has confirmed willingness to:

- Provide handover support
 - Assist with training during transition
 - Sign a non-compete agreement
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Why This Business is Attractive

The business represents a compelling acquisition opportunity due to:

- Over 55 years of trading history
- Strong brand recognition in the local community
- Loyal, repeat customer base
- Stable and predictable demand
- Retail and e-commerce presence
- Ethical product offering
- Expansion opportunities through additional schools

Businesses with such long trading histories and established reputations rarely become available to the open market.

Next Steps:

Further information will be made available to serious prospective purchasers upon completion of a Non-Disclosure Agreement (NDA). Please contact Abercorn Business Sales





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Next Steps & Contact

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