

# Information Sales Memorandum

Successful eCommerce Retailer  
of Sustainable Yoga  
Mats and Yoga Accessories for  
Sale.

Confidentially Offered for Sale

Business Ref Number: ECA-001

Asking price: £45,000 (or nearest  
offer) Including a substantial amount  
of stock.

Annual Sales: Generating an annual  
revenue of circa £46,000

Year established: 2016

Company assets include stock with a  
cost price of circa £25,000, which will  
retail at circa £50,000+ (excluding  
VAT)





#### **Business Description:**

Established eCommerce retailer of own brand uniquely designed, high-quality sustainable yoga mats, gift packages, blocks, mats, yoga bags, and accessories.

This is a rare opportunity to acquire a successful 6-year-old eCommerce business within a well-defined niche.

The yoga mats and accessories market, generating a current annual revenue of circa £46,000.

The business owns and markets a leading brand of quality, top grip, durable, natural, nonslip, antimicrobial yoga mats that are extremely easy to carry around and feel good under the feet. All products are ethically sourced and sustainable.

This is a growing niche business that the successful purchaser can run from anywhere with recession-resistant solid cash flows. The business has sold yoga mats in 11 different countries and has received excellent feedback from many satisfied customers for more than 5 years now.

Since 2016 this business has focused on selling eco-friendly, naturally sustainable, and ethical yoga mats, bags, and blocks.

The vendor runs the business as a social enterprise and has a very ethical approach to business- a percentage of the profits (circa 10%) currently go to a charity she is passionate about.

#### **Business Growth.**

The business is a long-standing e-commerce concern established in 2016; its high regard for customer satisfaction has enabled the business to develop a solid online reputation having over circa 2,500 monthly website visitors and a growing social media audience with over circa 1,100 followers on Facebook, circa 5,100 subscribers on YouTube and circa 3000 followers on Instagram.

The yoga accessories market witnessed a boom during the pandemic and is expected to grow at a compound annual growth rate (CAGR) of 6.15% through 2025.

The fragmented yoga mats, gift packages, blocks, mats, yoga bags, and accessories sector presents an excellent opportunity to grow through differentiation.

The business has a stellar business reputation. The opportunity is well-suited for a purchaser seeking to satisfy growing online shopping demand.

The business has a solid social media presence and enjoys excellent customer reviews, averaging five stars! The business operates an effective and successful blog.

#### **Amazon Presence.**

The yoga mats and yoga accessories are also sold through Amazon

#### **Google search**

44% of all traffic is from organic search; the business currently ranks number 2 on organic Google search after Amazon.

#### **Financials.**

Net margins for the business are exceptionally high. Almost all of the revenue is from direct-to-consumer sales. Customers are happy to pay slightly more for a superior product from a sustainable source with five-star reviews.

#### **Proven marketing.**

The effective marketing strategies have been time-tested with high converting sales across the brand's e-commerce website and social media, which includes Instagram, Facebook, YouTube, and Amazon UK and compelling, newsworthy, and positive mentions in the national press.

#### **Branding**

A meticulous focus on the brand, including product quality, a solid online presence, ongoing public relations, superb social media with 5-star reviews on Facebook, 5,000 plus subscribers on YouTube and Instagram, and 5-star reviews on Trustpilot, has created a sterling brand.

#### **Suppliers**

The business maintains strong relationships and supply chains with its suppliers.

#### **Location and premises:**

There are no premises associated with the sale. The business utilises the services of a third-party fulfilment company to service its clients as well as more recently utilising FBA (Fulfilment by Amazon).

#### **Expansion Potential:**

This eCommerce business is ready to be taken to the next level and has exceptional potential. Majority of sales are within the UK but it has sold product to customers in 11 different countries (via Amazon) and there is no reason why this spread cannot be increased further as the product is proven.

#### **Social media presence:**

Complimenting the superb e-commerce informative website is the social media presence, including Instagram, Facebook, and YouTube.

The business uses public relations (PR) effectively, placing newsworthy and favourable mentions in the national press.

#### **Employees:**

The vendor has other businesses and does not work in this business day to day. The business employs an operations Manager who runs the business on a part time basis. (15 hours a week). The business also utilises a freelance social media manager for a couple of hours a week. Operations Manager will provide comprehensive handover.

**Years established:** 6 years

**Inventory / Stock value:** circa £50,000+ retail

**Sale includes:**

The Registered Trading name.

The stock of yoga mats, gift packages, blocks, mats, yoga bags, and accessories.

Company assets include stock with a cost price of circa £25,000, which will retail at circa £50,000+ (excluding VAT)

A superb website with circa 2500 monthly website visitors.

Web domain and hosting.

Logo & branding assets:

Customer database:

Product photos & social media resources & advertisement graphics.

Photos for use on social media.

Social media accounts: Facebook, Instagram, and YouTube

Introductions to Established suppliers

Growing social media audience with Facebook, Instagram, and YouTube followers.

**Support & Training:**

The owner/office manager will provide a comprehensive handover. This should be relatively simple as the business has excellent back-office systems in place.

**Reasons for selling:**

The vendor has no day-to-day involvement in the business and has other business commitments. It is currently run on a part time basis (circa 15 hours a week) by a colleague who has other long-term plans they wish to pursue post sale.

**Commercial Finance:**

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.

Call us free today on [0800-246-1313](tel:0800-246-1313) or email us at [expert@aberncornbusinesssales.com](mailto:expert@aberncornbusinesssales.com) or visit our website [www.aberncornbusinesssales.com](http://www.aberncornbusinesssales.com)

### Disclosure Statement

This disclosure statement applies to any information relating to the businesses or undertakings (each a “**Business**”) which are marketed for sale by Abercorn Limited trading as Abercorn Business Sales (“**we**,” “**our**,” “**us**”) on our website <https://AbercornBusinessSales.com> or in any other promotional material which is provided by us (“**Information**”). A reference to “**you**” is a reference to any viewer of the Information.

The Information that we provide is intended for general information purposes only and is not intended to be tailored to address any of your particular requirements. The Information is provided to Abercorn by the prospective seller of a Business and has not been reviewed, verified or checked for accuracy by Abercorn. The Information or any other materials which are or have been provided, or discussions between Abercorn and you, do not constitute any advice, recommendation, representation, suggestion or endorsement by us and is not intended to be relied on as such.

The display of any Information relating to a Business is not intended to constitute an offer for the sale of the Business or any part of the Business or any intention to create or enter into legal relations. It is your responsibility as a potential purchaser of a Business to carry out your own due diligence on a Business and the sellers of a Business and to check the accuracy of any information or materials that you are provided with. Any agreement or transaction or other arrangements made between you and a prospective seller of a Business (including any terms of such agreement, transaction or arrangement) are between you and that prospective seller, and Abercorn shall have no responsibility in relation to such agreement, transaction or arrangement. It is your responsibility to obtain any appropriate professional, legal or accountancy advice in relation to such agreement, transaction or arrangement.

Abercorn does not deal with any transactions that fall within the scope of regulated activities, as set out in the Financial Services and Markets Act 2000 (“**FSMA**”). As such, where we are marketing the share sale of a Business, the Information that we provide to you has been prepared on the basis that the shares for sale will consist of or include more than 50% of the voting shares in the Business and that both of the parties to the transaction would be a body corporate, a partnership, a single individual or a group of connected individuals, so as to fall outside of the scope of regulated activities, as covered in FSMA.

Abercorn, its employees or agents provide no warranties, representations or assurances in relation to the Information that is provided to you (including but not limited to in relation to the completeness, adequacy, reliability or accuracy of the Information or its continued availability). Abercorn shall not be responsible for, or incur any liability, for any loss or damage of any type that may occur directly or indirectly as a result of your reliance or any other party’s reliance on or use of the Information. In making the Information available to you, we are under no obligation to provide any additional information or to update or correct any inaccuracies which may become apparent in any of the Information.

Any information or materials that we provide to you directly is strictly private and confidential and will only be made available to you subject to the terms of our Confidentiality Agreement. This Disclosure Statement is governed by and shall be construed in accordance with English law and any dispute arising in connection with it shall be subject to the exclusive jurisdiction of the English courts.

## CONFIDENTIALITY UNDERTAKING

This Agreement is made as on the date of last signature below.

**Abercorn Limited T/A Abercorn Business Sales (Company number 06655191) registered office Savoy House, Savoy Circus, London, W3 7DA United Kingdom registered in England and Wales.**

### 1. Meanings:

**Agreement:** this confidentiality agreement and any amendments from time to time;

**Confidential Information :** any information disclosed by or on behalf of a Disclosing Party (as defined below) to a Receiving Party (as defined below) during the Term that at the time of disclosure (whether in writing, electronic or digital form, verbally or by inspection of documents, computer systems or sites or pursuant to discussions or by any other means or other forms and whether directly or indirectly) is confidential in nature or may reasonably be considered to be commercially sensitive, and which relates to the business and affairs of the Disclosing Party including but not limited to: (a) all Intellectual Property Rights of the Disclosing Party and (b) all analyses, compilations, studies and other documents prepared by the Receiving Party which contain or otherwise reflect or are generated from the information referred to above;

**Disclosing Party:** either Party to this Agreement when disclosing Confidential Information to the other Party;

**Effective Date:** the date of this Agreement;

**Intellectual Property Rights:** all trade and service marks, registered and unregistered design rights, all design right applications, patents, copyrights, database rights and rights in know-how, confidential information and inventions and other intellectual property rights of a similar or corresponding character whenever and however arising and all renewals and extensions of such rights which may now or in the future subsist;

**Permitted Purpose:** for the purpose of releasing information in order to assess the potential purchase of a company;

**Receiving Party:** either Party to this Agreement when receiving Confidential Information from the other Party;

**Term:** the term of this Agreement;

**Working Day:** any day other than a Saturday, Sunday or bank holiday in England and Wales.

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1. In this Agreement, unless the context requires a different interpretation
    - a. the singular includes the plural and vice versa;
    - b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this Agreement;
    - c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
    - d. "including" is understood to mean "including without limitation";
    - e. reference to any statutory provision includes any modification or amendment of it;
    - f. the headings and sub-headings do not form part of this Agreement.

#### Obligations in relation to Confidential Information

2. In consideration of the disclosure to it of Confidential Information by the Disclosing Party the Receiving Party agrees and undertakes that it will, subject to the provisions of Clause 4:
  - a. keep all Confidential Information strictly confidential and will not disclose any part of it to any other person without the Disclosing Party's prior written consent;
  - b. not use any part or the whole of the Confidential Information directly or indirectly for any purposes other than the Permitted Purpose without the express written consent of the Disclosing Party;
  - c. use the same degree of care to protect the Confidential Information as it uses to protect its own confidential information, being at least a reasonable degree of care.

#### Permitted disclosures

3. A Receiving Party may disclose Confidential Information to its employees, professional advisers, agents and sub-contractors (each a "Permitted Discloser") provided that the Permitted Discloser (i) has a

need to have access to the Confidential Information for the performance of its work in relation to the Permitted Purpose and (ii) is bound by a written agreement or professional obligation to protect the confidentiality of the Confidential Information which it receives from the Receiving Party.

#### Ownership of confidential information

4. The Confidential Information and all Intellectual Property Rights contained in it will remain the property of the Disclosing Party and the disclosure of the Confidential Information will not give the Receiving Party any rights in any part of the Confidential Information.

#### Exceptions to non-disclosure and confidentiality

5. The obligations of confidentiality set out in this Agreement will not apply to any information which:
  - a. is already known to, or in the possession of, the Receiving Party at the time of its disclosure by the Disclosing Party, and is not subject to any obligation of confidentiality;
  - b. is, or becomes through no wrongful act or default of the Receiving Party, public knowledge;
  - c. is received from a third party in circumstances where the Receiving Party has no reason to believe that there has been a breach of a duty of confidence;
  - d. is required to be disclosed by law or the rules of any court or other body of competent jurisdiction; any governmental or regulatory body or any recognised investment exchange.

#### Term and return of Confidential Information

6. This Agreement will come into force on the Effective Date and will continue in force until the anniversary of this Agreement, unless

terminated earlier at any time by either Party giving written notice of termination to the other.

7. On termination of this Agreement or on demand by the Disclosing Party, the Receiving Party will immediately stop using all Confidential Information, return all Confidential Information to the Disclosing Party and provide a certificate to the Disclosing Party certifying that no copies of the Confidential Information have been made or retained.  
**Remedies**
8. Both Parties acknowledge that damages alone would not constitute an adequate remedy for any breach by the Receiving Party of this Agreement.
9. Each Party shall, without prejudice to any and all other rights and remedies which may be available, be entitled to the remedies of injunction, specific performance and other equitable relief for any breach of this Agreement by the other Party actual or threatened.  
**Limitation of liability**
10. Each Party warrants to the other that it has the legal right and authority to enter into and perform its obligations under this Agreement.
11. Subject to the above, neither Party, nor any of their respective employees, officers, agents, subsidiaries or any other associated third parties associated accepts any responsibility or liability for, or makes any representation or warranty, express or implied, that the Confidential Information disclosed by either Party is accurate or complete.  
**Circumstances beyond the control of the parties**
12. A Party to this Agreement will not be liable for any failure or delay in performing its obligations where such failure or delay results from any cause that is beyond the reasonable control of that Party. In these circumstances, the affected party must notify the other party or parties as soon as reasonably practicable. The notified Party or Parties may suspend or terminate the Agreement on notice, taking effect immediately upon delivery of the notice.  
**Entire Agreement**
13. This Agreement contains the whole agreement between the Parties relating to its subject matter and supersedes all prior discussions, arrangements or agreements that might have taken place in relation to the Agreement. Nothing in this clause limits or excludes any liability for fraud or fraudulent misrepresentation.  
**General**
14. No Party may assign, transfer, sub-contract, or in any other manner make over to any third party the benefit and/or burden of this Agreement without the prior written consent of the other Party or parties, such consent not to be unreasonably withheld.
15. No variation to this Agreement will be valid or binding unless it is recorded in writing and signed by or on behalf of the Parties.
16. The Contracts (Rights of Third Parties) Act 1999 will not apply to this Agreement and no third Party will have any right to enforce or rely on any provision of this Agreement.
17. Unless otherwise agreed, no delay, act or omission by a Party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
18. Provisions which by their intent or terms are meant to survive the termination of this Agreement will do so.
19. If any court or competent authority finds that any provision of this Agreement (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this Agreement will not be affected.

- 20.
21. Any notice to be delivered under this Agreement must be in writing and delivered by pre-paid first class post to or left by hand delivery at the registered address or place of business of the notified Party, or sent by email to the other Party's main business email address as notified to the sending Party. Notices:
  - a. sent by post will be deemed to have been received, where posted from and to addresses in the United Kingdom, on the second Working Day and where posted from or to addresses outside the United Kingdom, on the tenth Working Day following the date of posting;
  - b. delivered by hand will be deemed to have been received at the time the notice is left at the proper address;
  - c. sent by email will be deemed to have been received on the next Working Day after sending.
22. This clause does not apply to the service of any proceedings or other documents in any legal action.
23. We confirm that we have sufficient funds or access to funds to complete the Proposed Transaction at the price at which it is advertised;
24. We further confirm we are acting in this Proposed Transaction as principal and not as agent or broker for any other person or company and that our interest is in acquiring your Clients business for the purposes of our business and in the case of a share purchase agreement, we confirm that our purchase will consist of all of the issued shares;  
**Governing law and jurisdiction**
25. This Agreement shall be governed by and interpreted according to the law of England and Wales and all disputes arising under the Agreement (including non-contractual disputes or claims) shall be subject to the exclusive jurisdiction of the English and Welsh courts.

**Next Step to follow:-**

I have read and fully understand this Non-Disclosure Agreement (confidentiality undertaking) and agree to be fully bound by its terms.

Please contact me with further and better details for business ref :

ECA-001

<b>Signature:</b>	<b>Date:</b>
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
<b>Name:</b>	
<input style="width: 95%;" type="text"/>	
<b>Email address:</b>	
<input style="width: 95%;" type="text"/>	
<b>Mobile number:</b>	
<input style="width: 95%;" type="text"/>	
<b>Landline number:</b>	
<input style="width: 95%;" type="text"/>	
<b>Address:</b>	
<input style="width: 95%;" type="text"/>	
<input style="width: 95%;" type="text"/>	
<b>Company Name (if applicable):</b>	
<input style="width: 95%;" type="text"/>	
<b>Website Address (if applicable):</b>	
<input style="width: 95%;" type="text"/>	
<b>Your current Business Sector:</b>	<b>Fund Available :Yes/No</b>
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>