



# High margin, easy to run ecommerce business Business for Sale Auckland

Ad ID: 109303

Location: **Auckland**  
Asking: **\$732,345**  
Type: **Wholesale/Distribution / Retail**  
**Other**

Highly seasonal - 70% of sales in five months to Christmas

## Business for Sale Description

High margin, easy to run ecommerce business  
Business for Sale Auckland



### The opportunity

This business was formed over 20 years ago, and has a very well established name and reputation in its niche market area. This is demonstrated by glowing reviews from hundreds of happy customers.

The business is highly systemised, requiring only one fulltime employee. The vast majority of sales are online. In 2021/22 the largest customer made up less than 2% of sales. Most sales are by credit card. This is therefore largely a 'cash' business.

Turnover is highly seasonal. Last year, 52% of sales occurred between October and December, and 70% from August to December. It follows that the purchaser will be able to bank a very significant profit in their first few months of trading, and then take a long break in January. The time to act is therefore now!

### Business strengths

In operation for over 20 years

Fundamentally simple business model

Established and respected brand

Optimised Shopify website

Very high gross profit margin percentage – close to 60%

Seasonality means that c70% of sales occur in just five months

Very broad customer spread - database contains over 8,000 customer names

Around 94% of sales are online

Investment in systems, supply arrangements and the scale of the business all create barriers to entry for any new competitors

Premium quality products, sourced from a wide range of carefully selected suppliers

Only one fulltime employee to manage

Operates Monday to Friday only for most of the year

Largely cash nature of sales provides excellent cashflow

Minimal fixed assets required, and low stock holdings for most of the year

Sales have held up well post-COVID

## Business Resources

### The buyer

The business does not require any specialist technical skills of its owner, and the hard work of establishing the brand and setting up systems has already been done. It would suit someone with creative flair who enjoys having happy customers.

Interested parties should contact us without delay, to ensure that they obtain the full benefit of the upcoming peak sales period.

**Sale price: \$732,345**

**Net surplus: \$244,115 year ended 31 March 2022**

EBPITD - Earnings Before Proprietor, Interest, Tax and Depreciation

If you are interested in this business and would like more information, then you will need to sign a confidentiality agreement. Please click on the link below which will take you to the confidentiality agreement for signing.

<https://tabak.co.nz/opportunity/high-margin-easy-to-run-ecommerce-business>

For further information about this business, please contact Jonathan Barrett

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