



## For Sale

Location: **Auckland**  
Asking: **Refer to Broker**  
Type: **Wholesale/Distribution**

### \$1.6M Profit Wholesaler - High Growth!

Growing, Resilient, Adaptive, All Season Wholesaler that has been around for over 50 years. Multiple channels to market including big box, retail chains, independent retailers and export. It generates \$1.3 million in EBITDA or \$1.6 million profit for a working owner and has capable people in key roles.

This company has enduring relationships with customers and suppliers with some spanning decades of value. Customer and team surveys put this company at top of their peers.

Revenues and profits have shown exceptional growth and the business is ahead of budget FY25 YTD:

- \* FY21 Actual \$5.9m Revenue / \$767,000 Profit
- \* FY22 Actual \$7.0m / \$940,000
- \* FY23 Actual \$8.2m / \$1,120,000
- \* FY24 Actual \$8.6m / \$1,630,000
- \* FY25 Budget \$10.6m / \$1,686,000

High Growth Potential! The business is expanding rapidly, making it an ideal acquisition for a wholesaler looking to leverage synergies in cross-selling and operational efficiency. Recent activity has found new international brands to take to market.

#### Key Highlights:

Diverse Customer Base - Serves big-box retailers, educational institutions, souvenir, entertainment, and pharmacy groups across New Zealand, Australia, and the Pacific.

Efficient Operations - Investments in technology and automation have streamlined the supply chain, ensuring cost-effective and efficient processes.

Value-Added Services - Offers bespoke packaging, private label, and indent orders, adding value and boosting margins.

Exclusive Products - Trademarked brands, exclusive partnerships with major suppliers, unique products with some categories seeing double-digit growth year on year.

Trusted Partners - Long-term relationships with international suppliers (China, India, Malaysia, Turkey, UK), all adhering to strict compliance standards.

New Website - A recently launched, fully integrated website with a customer portal is poised to increase revenue and profitability.

Strategic Growth Opportunities - Potential to expand product lines, explore new sales channels, and strengthen digital marketing and partnerships, particularly in Australia, where growth has been strong.

An Exceptional Opportunity

### Contact:

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Link Business (Ellerslie)  
Licensed REAA 2008  
Broker Ref: LE00116



Suited to add to an existing business to take advantage of the growth and reliable income stream or an experienced entrepreneur that could accelerate the growth opportunities in hand.

This wholesaler presents an unmatched opportunity. Its established product lines, proprietary brands, and deep penetration into the big-box retail market provide a scalable platform ready for further success.

Act Now! Interested parties should inquire about this market-leading business and capitalize on its proven success and growth potential, especially with opportunities like further Australian expansion on the horizon.

Alan Morpeth, 021 655 920, [alan.morpeth@linkbusiness.co.nz](mailto:alan.morpeth@linkbusiness.co.nz)

\*\*\*Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

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