

Candle and diffuser maker Business for Sale Wellington



the CANDLE SHOP

Luxury soy wax candles | Made in NZ

Instantly grow this established business by using social media

The Candle Shop manufactures and sells high-value candles and reed diffusers on-line via its website (www.thecandleshopnz.com). The ingredients used are premium products (soy wax and non-toxic, premium fragrances).

The business has an established website using SquareSpace and has been trading since 2020 - good longevity for google SEO purposes.

The business also has a facebook and instagram account but these have not really been used consistently and would be an excellent way to grow the business.

The Candle Shop has approx 200 customers in its database which is an excellent way to communicate with customers regarding offers and new products. Email campaigns have the highest return on investment. The proper use of social media will grow purchases and its customer base and therefore the use of email campaigns.

The candle shop uses a local business to do its design, logos and photo shopping of images. This design company is small and agile and can be used remotely from anywhere in NZ.

The Candle Shop has a registered trademark for its design and word logo. This trademark would be sold with the business along with equipment, fragrances, wax, vessels and other candle-making accessories.

The owner of the Candle Shop can offer free-coaching for a limited time.

Trading income for the candle shop 21/22: \$18170, 22/23: \$18848, 23/24: \$9986, 24/25: \$9834. Approximately 70% would be for candles and 30% for diffusers.

Sales to date reflect limited (especially after 22/23) owner availability rather than market demand. The current owner has been committed to other professional work and, as a result, the business has not been actively promoted in social media or through paid advertising, presenting a clear and immediate growth opportunity for a new owner.

The owner has enjoyed the business for the last 5 years but would like to concentrate her efforts on her other professional activities. The owner would also like to see the business taken to another level by someone else so that the work establishing the business is not wasted.

Business Resources

The business can be run from home using 1 resource or if you would like to scale the business 1-3 people.

The main equipment is wax melting equipment which is sold with the business. There is also accessory equipment which is also included in the sale price.

Location: **Wellington City**

\$10,000

Asking: **+ GST, negotiable**

Turnover: **\$9,800**

Relocatable

Type: **eCommerce / Home Based**

Contact:

Susan - owner

0272548143

9-5 weekdays

nzbizbuysell.co.nz/131279



The business owns a trademark in the Candle Shop logo and also designs and logos with the Candle Shop logo and fragrance names.

Website

<https://www.thecandleshopnz.com>