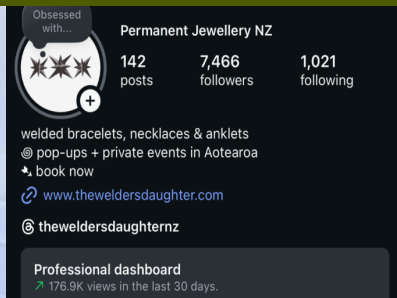


Permanent Jewellery Business for Sale Anywhere in NZ



Unique NZ Permanent Jewellery Business | \$196k Revenue | \$163k SDE | Fully Relocatable | Huge Growth Potential

The Welder's Daughter is an established permanent jewellery business operating across Aotearoa since November 2023. We travel to towns that don't typically have access to permanent jewellery, welding on gold-filled and sterling silver bracelets, anklets, necklaces and charms in-person — no clasp, just a beautiful piece for life.

The pop-up model means low overhead and exceptional margins (~80% gross). FY2025 revenue \$196k, net profit \$90k, owner SDE \$163k. Two-year average SDE ~\$128k.

The business has successfully expanded to the South Island, proving the model is fully repeatable across regions. Includes brand, website, Shopify store (untapped eCommerce potential), 7,500+ Instagram followers, supplier relationships, equipment, and full event playbook.

Continue the pop-up model, integrate into an existing jewellery store or salon, or expand further — the framework is already built.

Business Resources

Equipment:

1. 2x Orion welders, 1x M Pulse welder, 1x Zapp welder
2. 2x Full jewellery tools and consumables
3. 2x Complete pop-up event setup (tables, display, signage)

Stock & Product:

1. Gold-filled and sterling silver inventory included (valued separately)
2. Solid gold charm inventory
3. Proprietary CAD charm designs (original intellectual property)

Systems:

1. Shopify eCommerce store (untapped potential)
2. Xero accounting (2 years clean financials)
3. Event booking system (gettimely)
4. Instagram (@theweldersdaughternz, 7,500+ followers)
5. Website (theweldersdaughter.com)

Relationships:

1. Established supplier relationships
2. Venue relationships across North and South Island

Handover:

1. 2 weeks hands-on training with current owner

Location: **New Zealand**

Asking: **\$149,000**
+ SAV

Turnover: **\$137,397**

Type: **Retail Other / Services-Other**

Contact:

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nzbizbuysell.co.nz/132220



2. SOPs and full event playbook
3. Ongoing support negotiable

Operations:

1. Proven solo operator model
2. 20-30 hour week
3. Franchise opportunity
4. South Island second operator model established and replicable

Website

<https://www.theweldersdaughter.com/>