

Online children's bookshop Business for Sale Rangiora



For Sale

Location: **Canterbury**
Asking: **\$25,000**
+SAV +GST
Type: **Relocatable eCommerce / Home Based**

Multiple opportunities to grow successful online kids' bookstore

A popular, well-established online bookshop dedicated to books for children and teens by New Zealand authors and illustrators offers multiple opportunities for growth for a new owner.

Hit the ground running with a user-friendly WooCommerce website, established customer base including 300+ schools and early childhood centres, 1900 newsletter subscribers, and 900+ books listed with unique content to help book buyers like reviews, author profiles and cross-sell recommendations.

Run this business as a part-time venture alongside another bookstore or book-related business, or dive into it fulltime and exploit the growth potential of this thriving eCommerce business.

Customers say:

1. Found this store when searching for a specific NZ kids' book that wasn't available in local chain stores. Easy online ordering. Arrived very quickly. Flawless service.
2. I bought *First Signs - Everyday Words* for a friend's child for their first birthday. The book arrived within 2 days, and in great condition. Great store for kids of all ages and decent prices, thank you! The hand-signed thank you letter included in the purchase was also lovely and made the whole experience feel doubly worth it.
3. Awesome service! Super quick communication and delivery. A great way to support New Zealand authors and support Kiwi stories for Kiwi kids!!

In 2025-26, despite personal commitments meaning less bookstore time, gross profit increased to 46% from 34% in 2024-25. In 2026 YTD, 23% of orders come from repeat customers with most marketing effort invested in organic social media posts and regular email newsletters. Paid advertising is very modest.

Books are sourced from most mainstream publishers and 70+ self-published authors which offer a unique, popular feature. A WooCommerce plugin allows easy tracking and payment for these consignment sales if a new owner wishes to continue with these.

The website is managed day-to-day by the founder/owner, with experienced technical support on hand when needed. The website syncs to GoSweetSpot for fulfilment and tracking.

Growth opportunities:

1. Create new offers and incentives for repeat/returning customers (Klaviyo is ideal for this).
2. Invest more in paid advertising to reach more schools, ECCs and parents buying books for their young readers.
3. 30+ self-published authors with quality books are keen to list with the store.
4. Grow backlist titles from mainstream publishers as these titles often disappear from retail outlets quickly but are still in demand from schools.
5. Create book review videos for social platforms to drive engagement and click-through purchasing.

Contact:

Owner
021587227
business hours

nzbizbuysell.co.nz/133024



Business Resources

What's included in sale:

1. WooCommerce website, domain name and email addresses
2. Supplier contacts
3. Stripe payment gateway and shipping management system (new owner sets up their own accounts)
4. Social media accounts and email database
5. Transferrable mobile phone number
6. Five+ years of brand equity and customer awareness
7. Detailed video-based documentation for website management
8. Current owner's support and coaching for eight hours during the first two weeks after handover
9. Suggestions for eCommerce coaching