

E-Commerce Baby Gifting Business for Sale Auckland



Profitable E-commerce Business in the Premium Baby Gifting Market

This is an opportunity to purchase an established online business in the baby gifting market, with customers across both New Zealand and Australia.

The business has built a strong reputation for offering thoughtful, high-quality gifts for babies' first year. Customers purchase for baby showers and newborn gifts, with revenue generated from both individual product sales and subscription purchases.

With established supplier relationships, efficient systems and a strong online presence, the business is well set up and ready for a new owner to take it to the next stage.

Business Highlights

1. Established brand with an excellent reputation.
2. Profitable e-commerce business with healthy gross margins.
3. Customers across New Zealand and Australia.
4. Multiple revenue streams, including subscription products.
5. Professionally designed website and strong brand assets.
6. Simple systems for ordering, fulfilment and customer service.
7. Home-based business with flexible operating requirements.

Growth Opportunities

There is plenty of opportunity for a new owner to continue growing the business by:

1. Expanding into the corporate and premium gifting market.
2. Developing wholesale partnerships.
3. Introducing complementary products (ideas would be shared!).
4. Continuing to invest in digital marketing.

The sale includes the brand, websites, intellectual property, supplier relationships, customer database, social media accounts, marketing assets, operating systems and current stock (to be valued at the time but around \$25k+GST currently).

The owner is selling to focus on another business and is committed to ensuring a smooth handover. Full training and support will be provided during the transition.

Further information, including financial performance, is available to genuine purchasers following the signing of a Confidentiality Agreement (NDA).

Business Resources

The business is home-based and can be operated from anywhere in New Zealand. It includes a professionally built e-commerce website for Australia and New Zealand, established supplier relationships, operating systems, marketing assets, social media accounts, customer database and

Location: **Auckland**

Asking: **\$140,000**
+GST if applicable

Turnover: **\$191,000**

Type: **Relocatable**
eCommerce

Contact:

Owner
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current stock. No staff are required to operate the business. A comprehensive handover and training period will be provided to ensure a smooth transition for the new owner.