

Ecommerce Business for Sale Northland



Premium NZ Baby Brand - Established Products, Retail & Wholesale Network

A rare opportunity to acquire an established, beautifully positioned New Zealand baby products brand with significant assets and genuine growth potential.

Tiny Table Co. is a premium baby tableware and toy brand. Practical products presented beautifully for elevated gifting. The brand has established itself within the premium retail market, including being stocked by respected retailers such as Father Rabbit.

This is predominantly an asset-based sale, offering a unique opportunity to step into a well-developed brand with the foundations already in place.

The sale includes approximately \$120,000 RRP value of current stock (approx. \$60,000 wholesale), unique product moulds valued at approximately \$15,000, established manufacturer relationships, brand assets, professionally designed packaging and extensive photography.

With both direct-to-consumer and wholesale channels available, there is significant opportunity for an existing retailer, distributor or entrepreneur to build on what is already established and take the brand to its next stage of growth.

Business Resources

A substantial package of physical and intellectual assets is included, providing an incoming owner with the foundations to continue and grow the brand immediately.

- Approx. \$120,000 RRP / \$60,000 wholesale value of current stock
- Tiny Table Co. brand and associated brand assets
- Existing wholesale relationships and retail channel
- Manufacturer relationships and production knowledge
- Approx. \$15,000 of unique product moulds held with the manufacturer
- Professionally designed packaging by MAYK Studio
- Extensive photography by Kirsty Dawn and Alicia Kapel
- Product and brand creative assets
- Comprehensive handover and supportive transition

Website

<https://www.tinytableco.nz>

Location: **North Island**

Asking: **Negotiable**

Type: **Relocatable
eCommerce**

Contact:

Owner

nzbizbuysell.co.nz/134173

