



## For Sale

Location: **Christchurch**  
Asking: **\$220,000**  
Including stock  
Type: **Retail Other / Home Based**

### Established Online Collectibles Retail Business - Nationwide Customer Base

An excellent opportunity to acquire an established, profitable online retail business specialising in sought-after, collectible and hard-to-find products, with a loyal nationwide customer base and well-developed operating systems.

Operating entirely online, the business is based in Christchurch but serves customers throughout New Zealand. It offers an attractive opportunity for a buyer looking for an established e-commerce operation without the overheads of a physical retail store.

#### Business Highlights

1. **Indicative price of \$220,000**, including inventory at cost.
2. **Average earnings of approximately \$56,000 per year**, based on the past two years.
3. **Approximately \$110,000 of inventory at cost**, subject to final stocktake.
4. **Low owner time commitment** of around 10 hours per week.
5. **Established online presence** with an e-commerce website and a nationwide customer base.
6. **Approximately 5,000 email subscribers**, with a strong engagement rate and regular sales generated through email marketing.
7. **Systemised operations**, including online ordering, payment processing, inventory management and courier dispatch.
8. **No employees**, with the business able to be operated from a suitable home-based or warehouse setup.

#### The Opportunity

The business has been developed around a specialist product range that appeals to enthusiasts and collectors, including retired, exclusive and hard-to-find items that are not readily available through mainstream retailers.

Sales are generated through the website, online search, paid advertising, repeat customers and regular email newsletters. Established systems make the day-to-day operation straightforward, while providing opportunities for a new owner to build on the existing foundations.

Potential growth opportunities include expanding the product range and supplier network, developing additional marketing channels, increasing email marketing activity and attending more events to reach new customers.

#### Ideal Buyer

This opportunity may suit an existing online retailer looking to expand, an entrepreneur seeking an established e-commerce business, or a buyer wanting a specialist retail operation with existing systems, stock and customers and only around 10 hours work per week.

### Contact:

Owner

[nzbizbuysell.co.nz/134890](http://nzbizbuysell.co.nz/134890)



**Confidentiality applies.** Further business information will be provided to genuinely interested parties following completion of a confidentiality agreement.

Enquiries are invited from serious prospective purchasers.