



**Beloved Ecommerce
Business Specialising in
Handmade Textile Gifts for
Children**

R07758

Key Financials

Turnover	£30,000
Net Profit	TBC
Rent	N/A
Rates	N/A
Stock Value	£2,000

Key Points

- **Excellent reputation and a loyal customer base**
- **Significant growth opportunity**
- **Wide variety of gifts for sale**
- **Locally sourced materials**
- **Strong supplier relationships**

Business Overview

"Excellent product, which is only surpassed by the friendly, family-oriented approach by the owner. The quality of fabric shows that these bean bags were made for comfort and durability, with the user at heart. Machine washable and compliant with fire safety standards, this product ticks all the boxes. I like to think of myself as quirky and individual, Teeny Beanies has certainly struck a chord with those personality traits in me." - Customer Review

New to the market is an ecommerce business which sells personalised textile gifts for babies and children, all of which are lovingly designed and handmade in Shropshire. The beautiful gifts are sold to customers across the UK through its high-quality website.

The company was founded when the owner's daughter was a young girl and it soon became a firm favourite with parents nationwide, developing a loyal base of returning customers. Clients particularly love the great range of gifts available with a choice of 14 friendly characters, including cushions, bunting, bags, and outfits, all of which can be personalised. Its excellent service, premium quality of product, and attention to detail has further cemented its success.

After 13 years, the business is now only for sale because the owner has moved on and the company no longer fits in with her lifestyle. Consequently, the business continued trading successfully through lockdown but has recently ceased trading. Regardless, it has enormous growth potential that is yet to be tapped into, therefore making this a lucrative opportunity for the right buyer.

Tenure:

Relocatable

Asking Price:

£22,000 +SAV

Location

- ✓ **Relocatable**
- ✓ **Home-based**
- ✓ **Web-based business**

More Info

Reason for Sale	Other business
Year Established	2006
Lease Length	NA
Management Structure	Run by owner
Full Financials	TBC
Energy Performance Cert.	TBC

Business Description

As an online business sale opportunity, the company is fully relocatable and can be run from the owner's home or from another location of their choosing, therefore giving them great flexibility over business operations.

The business is a registered limited company and has a fantastic ecommerce website, but this is now dormant due to the current owner's recent lifestyle change. Nonetheless, the website can very easily be made live once again. The buyer will also inherit the business's Facebook page with over 4,000 active followers. Unfortunately, a transitional period is not available with this sale.

Opportunity

This would be the perfect acquisition for someone who is currently involved in the children's toy and gift sector, but also has experience in marketing, ecommerce, or social media. This would be highly beneficial in equipping the business with the necessary means to take its success to the next level.

The business has thrived solely on its own ecommerce site and the use of its Facebook page, which means it offers an enormous amount of growth potential for the buyer. This could be unlocked by selling the toys on Etsy and Not on the High Street to reach a much wider audience, thus increasing brand awareness, the volume of orders, and the size of the customer base. The buyer could also extend the product range by introducing more characters or alternative gift designs.

Gallery



Viewing

If this business is of interest to you, we recommend arranging a viewing.

All viewings are strictly by appointment through Intelligent Business Partners. No approach whatsoever should be made to the owner of the business.

What To Do Next

If you would like to find out more detailed information about this business, such as copies of the accounts or have a specific question, please call 0800 612 7718.

To find out more about Intelligent, please visit our website www.intelligent.co.uk

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