

**Online Customisable
Greeting Card Retailer
R07886**



Key Financials

Turnover	TBC
Net Profit	TBC
Rent	N/A
Rates	N/A
Stock Value	£0

Key Points

- **Huge growth opportunity**
- **Low overhead costs**
- **Wide variety of customisable cards available for sale**

Business Overview

New to the market is an e-commerce business which specialises in retailing customisable greeting and special occasion cards. The website has never been launched or begun trading but has undergone significant development by the vendor since its inception in 2000. It has an outstanding domain name, www.Expresscards.co.uk, and a 20-year history which will help it to rank highly on search engines. The domain new.Expresscards.co.uk is a test site which is also available to view. Similar to funkypigeon.com and thortful.com, Express Cards allows customers to select their perfect card design and customise it to create a heartfelt or funny greeting card to send to a lucky recipient. On Express Cards, customers have complete control over the final design of their card, with additional functionalities on the site such as image overlay, sound cards and badges.

The website was developed in classic ASP and is on shared hosting (123-Reg), with multiple versions of the site available. The backend server programs were written in Visual Basic (VB) with Access Database, featuring several programs for accepting orders (via email) and automatically formatting into printed cards, allowing manual printing of ordered cards (for any errors), and managing the database of card images.

This is a fantastic chance for an existing online retailer to acquire a highly sought-after domain and website which is ready for modernisation and simplification.

Tenure:

Relocatable

Asking Price:

£12,000

Location

- ✓ Relocatable
- ✓ Home-based

More Info

Reason for Sale	Other business
Year Established	2000
Management Structure	Run by owner
Trading Entity	Sole Trader
Full Financials	TBC

Business Description

Express Cards is presently operated from the vendor's home in Hertfordshire, which means it is available for sale on a fully relocatable basis. The buyer will also be able to run the business from the comfort of their own home or relocate to premises of their choosing. The website, domain and trading name are all incorporated into the sale price. Additionally, the vendor is happy to transfer the following items if required by the purchaser: DELL server running Windows 2000 Professional server with VB etc (including all code and card images), Old Phaser 850DP printer left stored in a garage for many years which needs attention but has solid ink blocks, a manual paper folder, and various badge components, old sound cards, etc. The vendor is also willing to offer the buyer a transitional period to foster a smooth handover of the business.

Opportunity

The ideal buyer for Express Cards is an existing e-commerce seller who wants to expand the business operations by taking on a dormant enterprise that is ready to be fully launched. The new owner will be able to grow the business further by modernising and simplifying the website to enable it to stand out against its competitors. The next key step will be to officially launch the website and begin trading.

There are 6 issues which need resolving before going live:

- 1) The image and sound upload functionality have ceased working so the buyer needs to obtain dedicated hosting or find a script to do the same task.
- 2) The buyer needs to alter their server/WiFi settings for accepting email orders.
- 3) Printing is set up for Tektronix Phaser 850DP and will need to be reconfigured.
- 4) Payment processing needs updating from Worldpay to Paypal and card payment.
- 5) GDPR wording is required on the site.
- 6) Any other cosmetic/pricing changes desired.

