



**Well-Established Clothing
Ecommerce Business**
R07936

Key Financials

Turnover	£101,594
Net Profit	£12,087
Rent	N/A
Rates	N/A
Stock Value	£20,000

Key Points

- **Excellent reputation**
- **Loyal customer base**
- **Huge growth opportunity**
- **Wide variety of products**
- **Strong supplier relationships**

Business Overview

New to the market is a successful eCommerce business that is strongly established on major online retail sites, such as; Amazon, eBay, and Fruugo. It also has its own profitable Shopify powered website and growing embryonic social media presence.

Established in 2008, Cool and New's main niche is high-quality clothing, currently retailing around 35 different wholesale products.

The business generates consistent / growing income as shown by the last 3 years profit & loss reports. Net profits 2019-20 were however reduced by the cost of delegating most of the order processing to a third party company. This significantly reduces the owner's working hours, freeing more time to focus on expansion and developing new growth opportunities. This year's provisional figures for the restructured business show the net profit is already not far off the 2018/19 year's net profit of £17,700 even after the additional processing costs.

Alternatively, if the new owner is looking to merge with an existing e-commerce business or run the business without third party order fulfilment costs (ie self-storage & packing) then the current profits realised would be around £22,5000

The current owner has advised they would be willing to offer a free transitional period of 6 months to a potential buyer, providing comprehensive onboard training and support.

Tenure:

Relocatable

Asking Price:

£39,750 +SAV

Location

- ✓ **Relocatable**
- ✓ **Can be home-based**
- ✓ **Can be office-based**

More Info

Reason for Sale	Other business
Year Established	2008
Management Structure	Run by owner
Trading Entity	Sole Trader
Full Financials	Click Here

Business Description

Cool and New does not have any premises attached to it and so it is available for sale on a fully relocatable basis. The new owner will have complete flexibility over how they conduct business operations, with the option of running it from the comfort of their own home to minimise overhead costs. They may also relocate to office premises according to their needs and preferences.

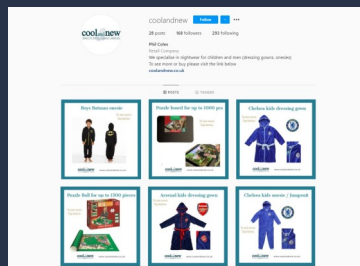
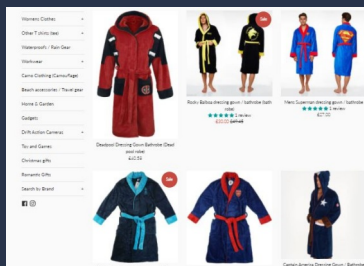
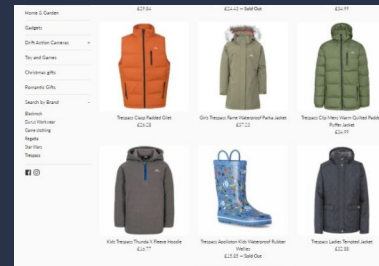
All the business's online selling profiles are incorporated into the asking price. This includes its well-designed website which allows customers to easily find their perfect gift and is powered by Shopify. Additionally, its eBay, PayPal, Amazon, Fruugo, and other marketplace accounts will be passed on. The business is also present on Facebook and Instagram. The company's supplier details will be transferred to the new owner to ensure business operations can continue smoothly. A transitional period between the vendor and buyer is available to further enhance a seamless handover.

Opportunity

This is an ideal expansion opportunity for another existing and established eCommerce business. With a brilliant reputation, loyal customer base, varied product offering, and secured suppliers, Cool and New will put the buyer in a fantastic position to increase their presence in the eCommerce industry.

Cool and New offers a vast amount of untapped growth potential which can be unlocked by implementing numerous measures. Firstly, the new owner may consider expanding the existing product line to cater to more of its target audience's needs. Secondly, they should develop the existing social media channels for the company and curate a regular schedule of engaging content to better establish the brand online. This will also help to drive traffic to the website. Thirdly, the buyer could increase the minimal ad spend currently being used to sponsor adverts on the likes of eBay and Amazon, as well as utilising Google Ads to gain additional website customers.

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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