

Ecommerce Business for Sale Auckland



\$1.1M Profits – Ecommerce Brand – Explosive Growth

This award-winning e-commerce business offers the opportunity to acquire a highly profitable brand that has carved a niche in the global marketplace through its commitment to quality, brand, innovation, and environmental responsibility. With a unique product and brand story that resonates with a global pool of customers, the business is durable and has a moat many would find difficult to conquer.

FY24 Performance Highlights

3,000,000+ online sessions and 100,000+ orders

Average order value of \$132, resulting in \$5.88 per visitor and a conversion rate of 3.2%

Deeply rooted customer relationships with high returning customer rates of 24%, varying by region

Social Media followings in excess of 300,000+

Passionate and highly engaged email database of 880,000+ customers, with over 420,000+ active

Amazon (FBA) growth exceeding 400% vs FY23, tip of the iceberg for further growth

20% growth in wholesale channel exceeding \$1m for the first time

Over 50,000+ 5-star reviews, highlighting exceptional customer satisfaction exemplified by multiple awards.

The business has been meticulously designed for;

Tax Effectiveness, the company has legal entities established in six jurisdictions along with transfer pricing in place to repatriate profits to NZ

Scalable, strong operational systems, one consistent 3PL partner in key markets, local manufacturing in market to reduce carbon footprint, and strong quality control standards that together leverage the Made in brand story

Digitally Effective, regular tactical A/B testing, extensive UGC, enormous content database of scalable ads, strong social following and a customer database nearing a million this business has multiple proven ways of delivering strong ROIs

Simplicity, with the business fully managed and a lean operational team meaning minimal involvement from the owner

Growth Opportunities, include identified and agreed-with-factory cost improvements and supply chain efficiencies leaving already banked margin improvements for a new owner, expansion into new territories with a proven formula, numerous opportunities for category extensions, co-lab partnerships and a serious push into Market Places like Amazon.

The owner is a serial entrepreneur who is seeking to sell the business and provide medium-term transition support to ensure a smooth handover, including introductions in person with overseas

Location: **Auckland**

Asking: **Refer to broker**

Type: **Retail Other**

Contact:

Jeremy Pak

09 600 1261 or 021 199 7760

anytime

nzbizbuysell.co.nz/123811

Link Business (Ellerslie)

Licensed REAA 2008

Broker Ref: LE00125



factories and the 3PL partner. The owner prefers to sell the business rather than sunset it, and a likely buyer might come from the following backgrounds.

Existing e-commerce operators with other brands who can find synergies within their current operations to bolt in this business

Existing house of brands with a complementary suite of brands who have expertise and connections in the distribution of brands to retail, who can expand the B2B and Corporate sales channel opportunities

An Amazon specialist who can exploit the growth opportunity in Amazon (which accounts for less than 5% of sales)

A manufacturer or logistics operator who can exploit their natural margin advantage to reduce cost of sales and capture margin improvements.

Being an entrepreneur, this is not their first exit, and **they are seeking a sophisticated buyer, who can see the opportunity to scale the business and who is prepared to act fast to acquire the business before the key sales periods in November and December (bearing in mind that the business is significantly cash-flow accretive when customer orders are received).**

Due to the incredible demand anticipated for this business, enquirers will be expected to;

demonstrate clear financial capacity, and
work with a business finance broker (if requested), or
provide a letter of comfort (if requested),

before any identifying information is released. LINK will be curating a limited number of buyers for this opportunity and the sales process will move at a rapid pace with expected completion by September/October 2024. **A data room has been populated and the owner is prepared to act fast are you?**

For more information and to express your interest, please click on the Enquire Now button to complete a confidentiality agreement.

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***Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

#wesellbusinesses #buyajob #retail #ecommerce #auckland

