



For Sale

Location: **Wellington**
Asking: **\$120,000**
Negotiable
Turnover: **\$115,000**
Type: **Relocatable eCommerce**

Sustainable and ethical online kids clothing business with a loyal customer base and opportunities as a distributor.

We're excited to announce that our beloved online store, Hoopla Kids, is now available for sale! After 11 years of building a loyal customer base and curating a unique collection of fun and colourful, ethically-made, organic cotton kids' clothing, recycled rain and swimwear, as well as footwear, we're ready to pass the torch to a new owner.

This is your chance to own a thriving business, anywhere in Aotearoa.

Established in 2012, Hoopla Kids is one of the original local retailers to bring colourful, gender neutral, organic cotton clothing to Aotearoa. Since then, we have grown steadily, with a range of brands to cover pepi to teens and adults, and introduced recycled rain and swimwear, as well as flexible, foot-shaped shoes. Hoopla Kids has forged a strong online presence with a loyal and passionate customer base.

Sustainability is at the heart of Hoopla Kids, both in our business operations and our homes. We believe in buying well and buying less as an effective way to tread gently on the earth - especially with clothing in this fast-fashion world.

Take advantage of the growing demand for eco-friendly and sustainable products, and leverage our existing customer base and marketing channels, with the opportunity to expand and grow the business further. There is plenty of scope for development through strategic marketing campaigns, paid advertising and SEO.

Business Resources

Included:

Online store platform and domain with fully customisable and easy to manage Shopify eCommerce website.

All retail stock.

Client database.

Established social media accounts.

Stock management system with B2B capability.

Full hand over support

Accounts and supplier relationships with the best ethical brands in the industry.

Contact:

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