



For Sale

Location: **Sydney**
Asking: **\$400,000 + SAV**
Type: **Relocatable eCommerce**

E-Commerce Platform Outdoor & Adventure Products Business

This is a great opportunity to take over a long-established, high-brand-recognition business supplying outdoor clothing and equipment to customers across Australia. Operating for more than 25 years, the business has built its own recognised outdoor brand while also selling a wide range of well-known third-party brands through its online store.

The business has two main sides to it. It wholesales its own branded products to retailers and industrial/PPE customers, while also operating a successful online store selling its own products together with around 80 other brands.

Online sales have become an increasingly important part of the business and now account for more than half of total revenue.

Some of the key features include:

- More than 25 years in business
- Established Australian-owned outdoor brand
- Wholesale and online retail income streams
- Online sales now around 54% of total revenue
- Own branded range of cold-weather clothing and outdoor products
- Around 80 additional brands sold through the online store
- Hundreds of wholesale customers and thousands of online customers
- Growing industrial and PPE customer base
- Experienced team already in place
- Established e-commerce website and digital marketing
- Owner currently works around 15-20 hours per week
- No specialist qualifications required to operate the business
- Further opportunities for growth

The business operates from an office and warehouse in Sydney and has an experienced General Manager, Warehouse Manager and Bookkeeper involved in its day-to-day operation.

Contact:

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Business Brokers Network
Australia
Broker Ref: 26288



This means a new owner does not have to start from scratch. The people, systems, suppliers, customer base and online platform are already there.

The current owner has been involved with the business for more than 20 years and is now looking to retire. He is happy to provide a suitable handover and believes most of the day-to-day knowledge of the business already sits with the existing management team.

This could suit an individual looking for an established business with lifestyle flexibility, or an existing retailer, wholesaler, e-commerce business or outdoor products company looking to expand.

There is also plenty of scope for a new owner to bring fresh ideas and take the business further.

For the full CIM,copy & paste the link to complete the NDA- <https://www.mbs-public.com/bkvzrt7>

Dru