

## Custom Software Business for Sale Melbourne

Ad ID: 72175

Location: **Melbourne**  
Asking: **\$180,000**  
Type: **Communications/Technology / Services-Other**



### Well Refined Business- Enormous amount of upside

#### Business for Sale Description

Custom Software Business for Sale Melbourne Asking: \$180,000

This service- supply business is being offered for sale for the first time having been set up by the founder almost 18 years ago.

There are many appealing features of this business including the ability to operate from any location in Australia such as a home office, minimal overheads, high profit margins and a loyal customer base with potential for continued growth.

The business is a provider of custom software to enable wholesale businesses to capture their orders via barcode scanning handhelds and custom eCommerce websites. Onsite support is provided to customers during business to business wholesale fairs in February and July to September that are operated in Sydney, Melbourne, Brisbane and Auckland.

The business has developed custom software and provides industry specific commercial hardware to enable users to scan their orders via a barcode scanning handheld and integrate these orders with the customers invoicing system. The business provides all the software, hardware, training and ongoing support required for businesses to utilise this system as required.

The business also develops, hosts and maintains custom websites for their customers (since 2016) and utilises the experience and knowledge gained working in the industry. These websites also allows orders to be integrated to the customers invoicing system such as MYOB, Xero, Attach@ and QuickBooks.

The owner works full time in the business (35- 40 Hours a week) with a very flexible schedule. Longer hours are required at particular times of year for the planning and supporting of Trade Fairs. The owner is supported by one additional person(contractured) who is responsible for technical elements such as website coding and server management.

The business would suite persons with mid-level computer experience/knowledge. Having a marketing background

or experience in customer support would also add value to the business.

With little emphasis and no further investment the current turnover can be matched next year but with the right focus can grow significantly (i.e. develop alternate systems for the market).

**Fast Facts**

Market Leader

Run from anywhere (relocatable)

Low/minimal overheads

Website market is expanding rapidly

Rental and service maintenance potential

Owner takes regular holidays

Huge GP- Margins

Large and loyal customer base generating regular and ongoing revenue

2017

Sales \$210.000 Plus

Profit \$100.000 (note to a single working owner)

Selling Price \$180.000 - Plus SAV (est \$30.000)

With all of the hard work done, the business established and well positioned as a result of the innovative young owner, the sale represents a great opportunity for a smart buyer.

Contact me today to express your interest as I expect there to be great interest in this business.

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