



Private & Confidential

SUMMARY INFORMATION MEMORANDUM

Established Business for Sale

**Online Retailer of Electric Fencing, Pet Training
and related Products**

Business Reference: **VEX00833**

Please direct all enquiries to:

Vexus Corporate Limited
78 Pall Mall
LONDON
SW1Y 5ES
United Kingdom

(T) +44 (0) 330 133 2020
(E) info@vexus.uk.com

Key Facts	
Vexus Reference	VEX00833
Activity	Online Retailer of Electric Fencing, Pet Training & related Products
Location	South of England
Turnover	Circa. £ 500,000
Profit	Circa. £100,000

Business Overview

Our client is one of the UK market leaders within their specialist marketplace. The successful family-run business was established in 1997 and has grown to be one of the leading online retailers in specialised fencing products across the UK.

This well established business operates from the South of England and is a proven and trusted supplier to 22,000 clients across the UK. They have an ever-increasing range of specialised goods in their newly rebranded online store. As experts in their field, they receive outstanding customer feedback and retain loyal retail and trade partners with 20% repeat business from a large growing customer base.

Business Highlights

- ❖ Business and brand established for 19 years
- ❖ National client base of 22,000
- ❖ 30% Margin
- ❖ 20% of commerce from returning customers
- ❖ Sales are 90% online retail and 5% trade
- ❖ Average order value £100-£120
- ❖ Opportunity to greatly expand online retail business
- ❖ Expert service within a specialised market

Reason For Sale

Having established this business 19 years ago, our client is looking for a new challenge. They believe that the business and its next phase of growth would be best realised in the hands of new owners with the commitment, enthusiasm, and resources to drive the business forward. The business is run on a day to day basis by the existing owners who are prepared to fully support an agreed hand-over period, as required by the purchaser.

Summary

This is a rare opportunity to acquire a profitable and market leading business. With the current boom of ecommerce in the UK, this would be an exciting business growth opportunity for the right buyer.

“Exciting foreseeable business growth opportunity”

This business offers an excellent acquisition opportunity for an existing retail / online supplier of specialized fencing products. Further exciting growth could be achieved via both retail expansion and online. Alternatively, the business offers safe entry for a new operator looking to enter the specialist retail sector.

Next Steps

Please direct all enquiries to:

Tony Vaughan

Vexus Corporate Limited

Tel: +44 (0)330 133 2020

info@vexus.uk.com

Vexus Corporate Limited

78, Pall Mall, LONDON, SW1Y 5ES. United Kingdom

Tel: **0330 133 2020**

Email: **info@vexus.uk.com**