



## HIM289 – Online Kitchen Appliances Retailer for Sale – Midlands UK

### Executive Summary

An opportunity has arisen to acquire an online kitchen appliances retailer selling its products directly to domestic and trade customers across the UK. The company sells products from a range of prominent, global brands but they also manufacture their own brand of domestic appliance products which is becoming a more prominent part of their range.

In under a decade, this business has experienced a sustained trend of growth since it began trading. The company has successfully developed key supply and distribution relationships with prominent brands and also benefits from a Licence Agreement with a significant industrial kitchen appliance manufacturer.

The company has developed a highly visible digital presence focused on delivering high-quality products and customer care through its website and prominent e-commerce platforms, eBay and Amazon. The business has also developed a custom-made fully automated content management system, integrated with all sales platforms to ensure real-time order status and reporting.

This dynamic business presents a range of opportunities for growth as a manufacturing and logistics company with well-established trade and distribution relationships, carrying significant potential for market expansion.

### Highlights

- Year on year growth
- Custom-made, highly integrated CMS
- Strong Tier 2 management team in place
- Established supplier and distribution partnerships
- Strong ethos and reputation for customer service
- High potential for market expansion



## Financial Overview

Y/E: 31 <sup>st</sup> December	2016	2017	2018	2019 (FCT)
<b>Sales revenue</b>	<b>£4,776,641</b>	<b>£7,555,440</b>	<b>£8,981,652</b>	<b>£8,832,150</b>
Gross profit	£1,293,243	£1,869,522	£2,074,517	£2,097,451
<i>Percentage</i>	27%	25%	23%	24%
<b>Adjusted EBITDA</b>	<b>£121,296</b>	<b>£274,060</b>	<b>-£212,111</b>	<b>£37,667</b>
<i>Percentage</i>	3%	4%	-2%	0%

The recent downturn in profitability is a result of significant investment into the infrastructure of the company. This is expected to start driving growth and profitability in the latter part of this financial year and the vendors have a target of 20% YOY growth between now and 2023.

## Offers invited