



BUSINESS REPORT

Date: **3rd July 2024**

Business Reference: **BFS10934**

About the Business:

Well-established Baby Company For Sale

For anyone that is passionate about babies and baby products this is an exclusive opportunity to acquire a well-established and flourishing baby products brand. This brand, known for its innovative and high-quality baby travel systems, has carved out a unique position in the market by focusing on safety, style, and functionality

Well-established Baby Company For Sale



Sector: **Retail**

Asking Price:

R **500,000**

Monthly Profit:

R **41,667**

Asset Value:
R 500,000

Stock Value:
R 0

Yearly Net Profit :
R 500,000



Business Report

Background and History

Well-established Baby Company For Sale

Unique opportunity where owners have a very personal attachment to the brand and their primary goal is to see the brand succeed under new ownership rather than profiting from the sale,

Asking Price:

R600,000 Inventory / Stock included

Sales Revenue:

R500K - R1.5M

Cash Flow:

R500K - R1.5M

- For anyone that is passionate about babies and baby products this is an exclusive opportunity to acquire a well-established and flourishing baby products brand. This brand, known for its innovative and high-quality baby travel systems, has carved out a unique position in the market by focusing on safety, style, and functionality.

Key Highlights:

- Strong Market Presence: A favourite among expecting moms and a big hit at baby shows, often the preferred supplier at major events.
- Digital Footprint: Impressive social media presence with significant engagement.
- Financial Track Record: Generated a total turnover of R6,500,000 over the past five years with owners only working part time in the business.
- Growth Potential: Tremendous opportunities for growth with new product lines, expanded digital marketing efforts, and strategic partnerships.
- Valuation: The sale price is less than the value of the stock alone, offering significant intangible value in social media presence, market potential, and established industry relationships.

Reason for Sale: The current owners, due to their time constraints as full-time working mothers, are seeking to transfer ownership to someone who can fully dedicate time and resources to the brand. Their primary goal is to see the brand succeed under new ownership rather than profiting from the sale, the selling price the brand is less than the value of the stock alone.

For detailed financials and further discussions, please reach out to me. Note: Interested parties will need to sign a non-disclosure agreement before being given the brand's identity and detailed information.

Assets

R600 000,000 Inventory / Stock included

Reason for Sale

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