LIVING & DINING

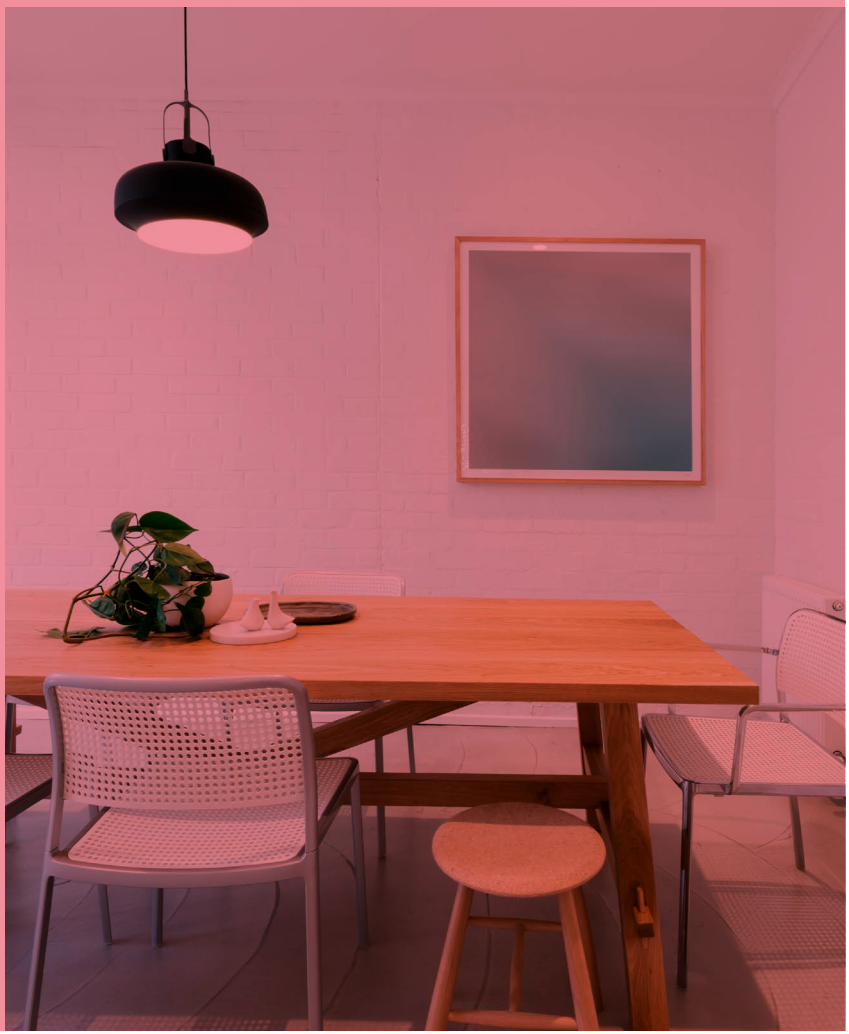
Room Furniture Specialist

BUSINESS OVERVIEW

This is a company well established business with over 20 years of service history and loyal clientele, providing an up to date and refined range of gorgeous furniture and home decor products. Located in several prime locations in Melbourne; the design capital of Australia - this company has done extremely well for themselves, gaining a sizeable following among home makers and respect from its peers in the industry.

Melbournians are house proud people; there is a great deal of emphasis being placed in the way their homes look and feel. This can be described as a boutique generally caters for aspiring but discerning mid to high-end home makers, as well as interior designers and decorators. However, products are sourced well from competitively priced suppliers. Thus, it is able to offer affordable, high quality and well-designed products while maintaining a healthy profit margin.

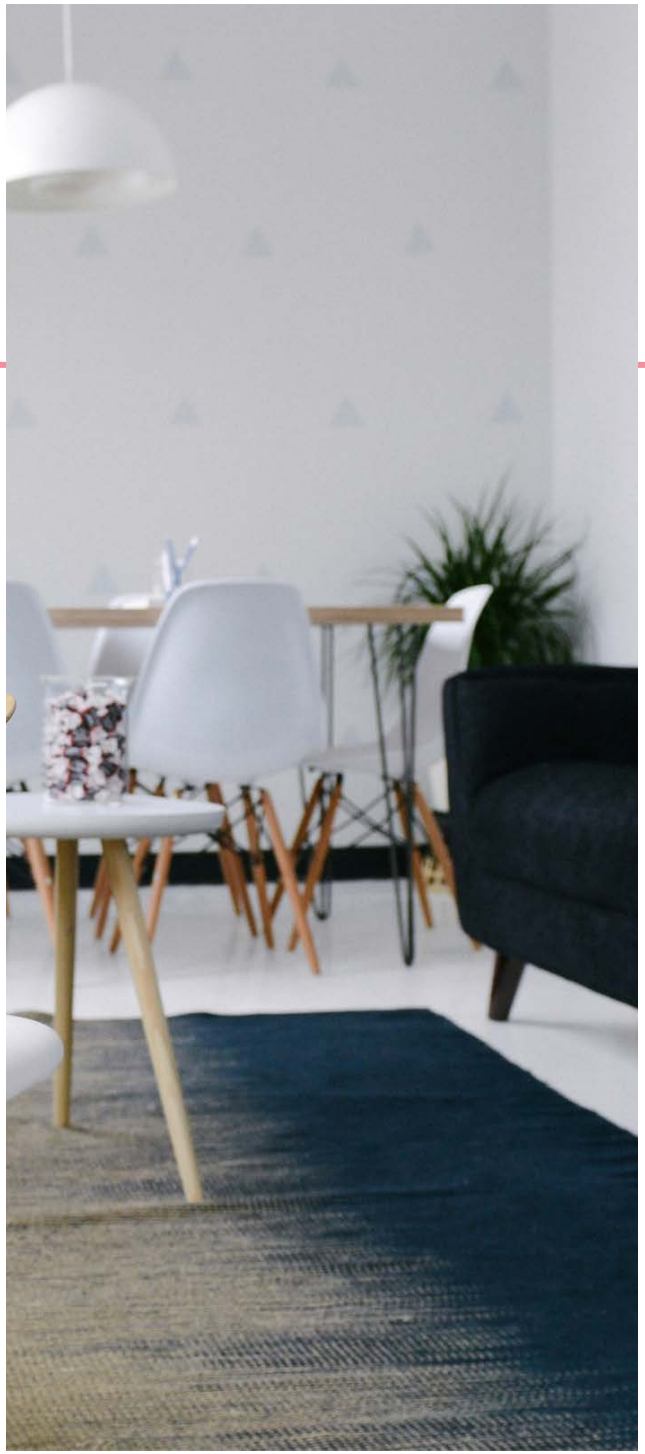
Another significant point of difference of the business: the overwhelming bulk of the company's product is sourced locally from local manufacturers, using local material, with capability to offer a small degree of customisation. Thus, it enables the company to offer products that are relatively exclusive, yet affordable. As a boutique, customers appreciate and value the friendly way it connects with them in contrast with the impersonal way big format bulk stores do business. It is important to note that most of the company's suppliers have been in business with this company for a long time, giving a new buyer security in knowing the products quality and trust have no reason to change.



This company is an early adopter of information technology. It successfully uses an integrated accounting, point of sale and inventory control system. It uses various online marketing channels, a well-developed website, Facebook, Instagram, etc.

POTENTIAL GROWTH

If you are energetic, and have passion and drive, this is an ideal launching pad to take you to further and wider horizon, given its established clientele, great team of staff and established business system. The current owner is willing to stay for a transition period for any time up to 2 years. This is a great opportunity for a buyer, who can gain experience from someone who has been in the industry for more than two decades, to carry on an amazing furniture company eventually.



LEADING EDGE
BUSINESS SALES CONSULTANCY

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