



Melbourne



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35424 PREMIUM HANDBAG BRAND – IMPORT, WHOLESALE & ONLINE BUSINESS

Seize the opportunity to own a vibrant Australian handbag brand that has been a significant player in the retail sector for over a decade. This business serves both B2C customers through a well-established Shopify eCommerce store and B2B wholesale markets via platforms like Faire and Fieldfolio. Offering high-quality leather handbags that blend style and practicality, the brand benefits from a long-term relationship with a boutique factory overseas, ensuring exceptional craftsmanship and precision in every design.

Currently based in New South Wales, this business can be easily relocated to any location in Australia with appropriate stock storage and access to courier services for dispatch.

Enjoy the benefits of an established brand known for its great customer service and quick delivery times. With loyal customers developing direct-to-consumer relationships and long-term stockists across Australia, there's immense potential waiting to be tapped into.

Currently operated by a sole owner, this business has a solid foundation, though recent personal circumstances have limited growth efforts. With significant expansion potential, its flexible model offers various strategic opportunities—whether by expanding the product range, refining the brand aesthetic, strengthening wholesale through trade shows, or enhancing eCommerce visibility through targeted marketing initiatives, such as increased social media engagement and the continued development of recently launched Meta ads.

Key Features:

- Established Australian handbag brand with a strong reputation.

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|---------------|------------------------------|
| Price | \$80,000 Plus Stock At Value |
| Property Type | Business |

AGENT DETAILS

Bonza Business Sales Sydney -
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OFFICE DETAILS

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