



**Melbourne**



BONZA



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## 34629 UNIQUE ONLINE CELEBRATION PRODUCTS BUSINESS - COMPETITIVE ADVANTAGE

An extraordinary opportunity awaits with the sale of a flourishing e-commerce business specialising in distinctive celebration products. Operating smoothly from a home office, this business has established a unique niche with no direct competitors in Australia. Customers are offered an unmatched emotional journey filled with excitement, joy, and anticipation, creating unforgettable moments of surprise and delight for every occasion.

Focusing initially on gender reveals, this innovative business has recently diversified its product offerings to include other celebrations and events such as Mother's Day and birthdays, expanding its customer base and boosting revenue streams. The website primarily offers a DIY supply kit model, allowing plenty of potential to move into other trading options such as premium pre-packed options.

A standout feature is its trademarked, eco-friendly product line, showcasing items that are 100% reusable or repurposeable. The user-friendly website and streamlined online shopping experience have facilitated global sales, with a primary emphasis on the Australian market.

The business boasts an established online presence and active social media channels, although these remain largely underutilised, offering substantial growth potential. It is an expanding enterprise that has outgrown the current owner's capacity, requiring further marketing and promotion to fully unlock its potential.

### Key Features:

- Offering unique celebration products with no direct competitors in Australia.
- Trademarked product and a solid subscriber list.

Price	\$25,000 Plus Stock at Value
Property Type	Business

### AGENT DETAILS

Bonza Business Sales Brisbane -  
1300266922

### OFFICE DETAILS

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