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BUSINESS BROKERS

Handmade Happiness Delivered

IS PROUD TO PRESENT

Sweet Crumbs Cupcakes

FOR SALE



PREMIUM CUPCAKES
FOR LIFE'S SPECIAL MOMENTS

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EXECUTIVE SUMMARY

Handcrafted Happiness Delivered

SMALL CAKES. BIG MOMENTS.

BUSINESS NAME
Sweet Crumbs Cupcakes

INDUSTRY
Food Manufacturing / E-commerce

LOCATION
Australia

HISTORY
Founded in January 2018

WEBSITE
www.sweetcrumbcupcakes.com.au

OPERATIONS
Online Business
Commercial Bakery
Nationwide Delivery

SALES REVENUE

F.Y. 2024	A$396,000
F.Y. 2025	A$440,000

TOTAL OWNER/OPERATOR EARNINGS (INCL ADD BACKS)

F.Y. 2025	A$104,000
F.Y. 2026	A$120,000

REASON FOR SALE
Owner relocating overseas

OPPORTUNITY
- Established national brand
- Strong Google rankings
- Repeat customer base

PRICE GUIDE
A$360,000
+ GST (if applicable)

The business is offered for sale as a going concern. Any GST payable will depend on the final transaction structure and ATO rules applicable at completion.



BUSINESS OVERVIEW

Sweet Crumbs Cupcakes is a premium online bakery specialising in handcrafted cupcakes delivered throughout the Australia.

Established in 2018, the business has developed an outstanding reputation for quality, reliability and beautifully presented products that are suitable for birthdays, weddings, corporate gifts and special celebrations.

Customers place orders directly through the company's professionally designed website, selecting from an extensive range of cupcake collections, personalised gift boxes and seasonal specials.

Orders are prepared daily by experienced staff before being carefully packaged and dispatched using trusted next-day courier services.

The business benefits from strong organic search rankings, repeat customers and minimal reliance on paid advertising.

BUSINESS HIGHLIGHTS

- Established online brand
- Strong repeat customer base
- Nationwide delivery
- Automated ordering system
- Excellent Google reviews
- Highly profitable
- Fully relocatable
- Low working capital
- Significant growth opportunities
- Proven trading history

HOW THE BUSINESS WORKS

Customers visit the Sweet Crumbs Cupcakes website where they can browse products, personalise gift messages and select their preferred delivery date.

Orders are paid online using secure payment gateways before automatically entering the bakery production schedule.

Cupcakes are freshly baked each morning using premium ingredients before being professionally packaged and shipped nationwide.

Revenue is generated from:

- Cupcake gift boxes
- Wedding cupcake orders
- Corporate gifting
- Birthday collections
- Seasonal collections
- Gift vouchers
- Local collection orders

The business benefits from high average order values and excellent customer retention.















WHY CUSTOMERS CHOOSE SWEET CRUMBS CUPCAKES

Sweet Crumbs Cupcakes has become a trusted online bakery by focusing on premium quality and exceptional customer service. Key advantages include:

- Freshly baked to order
- Nationwide next-day delivery
- Premium ingredients
- Beautiful gift packaging
- Excellent Trustpilot and Google reviews
- Secure online ordering
- Personalised products
- Reliable delivery
- Repeat corporate customers

GROWTH OPPORTUNITIES

The business has grown consistently but still offers significant expansion opportunities. Potential areas include:

- Expanding wedding products
- Subscription cupcake boxes
- Wholesale supply
- Corporate gifting contracts
- Amazon storefront
- Marketplace expansion
- Retail partnerships
- Additional SEO
- Google Ads
- Influencer marketing
- International shipping
- Birthday reminder subscription service

With additional marketing investment, management believes revenue could increase significantly over the coming years.

FINANCIALS

	ACTUAL	ACTUAL	ACTUAL
Period Beginning	Apr 22	Apr 23	Apr 24
Period Ending	Mar 23	Mar 24	Mar 25
Months	12	12	12

REVENUE

Cupcake Sales	$145,000	$176,000	$196,000
Corporate Sales	$12,000	$16,000	$18,000
Other Income	$8,000	$6,000	$6,000
TOTAL REVENUE	**$165,000**	**$198,000**	**$220,000**

OPERATING EXPENSES

Ingredients	$36,000	$40,000	$44,000
Packaging	$14,000	$16,000	$18,000
Courier & Delivery	$21,000	$24,000	$28,000
Staff Wages	$32,000	$38,000	$42,000
Marketing & Advertising	$8,000	$10,000	$12,000
Website & Software	$3,000	$3,500	$4,000
Rent & Utilities	$6,000	$6,500	$7,000
Insurance	$1,500	$1,800	$2,000
Telephone & Internet	$1,200	$1,300	$1,500
Professional Fees	$2,000	$2,500	$3,000
General Administration	$5,300	$7,400	$8,500
TOTAL OPERATING EXPENSES	**$130,000**	**$151,000**	**$170,000**

FINANCIALS

EBITDA

EBITDA	**$35,000**	**$47,000**	**$50,000**

OWNER ADD BACKS

Personal Vehicle	$2,500	$2,000	$2,000
Mobile Phone	$800	$800	$800
One-off Equipment Purchase	$1,500	$1,000	$0
Owner's Private Travel	$700	$700	$600
Excess Owner Salary Adjustment	$4,500	$5,000	$6,600
EBITDA	**$10,000**	**$9,500**	**$10,000**

ADJUSTED EBITDA (OWNER EARNINGS)

EBITDA	**$45,000**	**$56,500**	**$60,000**

Private & Confidential

Key Performance Indicators

METRIC	ACTUAL
Annual Orders	4,600
Average Order Value	$48
Repeat Customer Rate	42%
Email Subscribers	18,500
Instagram Followers	26,400
Facebook Followers	14,200
Google Rating	4.9 / 5
Trustpilot Rating	4.8 / 5
Monthly Website Visitors	38,000
Conversion Rate	3.1%

ASSETS INCLUDED IN THE SALE

The sale includes everything required to continue operating the business immediately. Included assets:

- Fully developed e-commerce website
- Domain name
- Registered trademarks
- Brand identity
- Customer database
- Supplier agreements
- Social media accounts
- Photography library
- Recipes and production procedures
- Packaging designs
- Marketing materials
- Email database
- Operating manuals
- Intellectual property

IDEAL PURCHASER

This opportunity would suit:

- Existing bakery
- Food manufacturer
- E-commerce entrepreneur
- Corporate gifting company
- Investor
- Food distribution business
- Marketing company
- Family business
- Someone seeking a profitable lifestyle business

REASON FOR SALE

The owner has successfully grown Sweet Crumbs Cupcakes over the past seven years and has decided to pursue new business opportunities.

The business continues to trade strongly and provides an outstanding platform for future expansion under new ownership.



PEOPLE | OPPORTUNITIES | SUCCESS

CONFIDENTIAL | PROFESSIONAL | RESULTS DRIVEN

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YOUR JOURNEY STARTS HERE

Thank you for taking the time to review this Information Memorandum.

If you have any questions or would like to discuss this opportunity further, our team is here to help and guide you through the acquisition process.

Confidential. Professional. Results driven.

hello@bizionary.com.au

www.bizionary.com.au

1. **REVIEW**
   Read through the Information Memorandum.
2. **DISCUSS**
   Arrange an initial conversation with our broker to discuss the opportunity.
3. **REQUEST**
   Ask for further due diligence information.
4. **MEET**
   Meet with the owner and key stakeholders (if applicable).
5. **MAKE AN OFFER**
   Submit your proposal and agree terms.
6. **COMPLETE**
   Finalise legal due diligence and complete the purchase.

"BUYING OR SELLING A BUSINESS IN **AUSTRALIA?..**

MORE THAN BUSINESS SALES