



*Handmade
Happiness
Delivered*
♡

IS PROUD TO PRESENT

Sweet Crumbs Cupcakes

FOR SALE



Sweet Crumbs
Cupcakes

HANDCRAFTED HAPPINESS
DELIVERED



PREMIUM CUPCAKES
FOR LIFE'S SPECIAL MOMENTS

WELCOME MESSAGE

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

On behalf of Bizionary, I am delighted to present an exciting opportunity to acquire a highly regarded online bakery with a loyal customer base, strong brand recognition and an established nationwide delivery operation.

Sweet Crumbs Cupcakes has built an excellent reputation for producing handcrafted cupcakes using premium ingredients, supplying customers across the UK for birthdays, weddings, corporate events and special occasions.

The business combines strong financial performance with a streamlined online ordering system and efficient fulfilment processes, making it ideal for an owner-operator, bakery business or strategic investor.

This Information Memorandum provides an overview of the business, its financial performance and the opportunities available under new ownership.

We hope you enjoy reviewing this opportunity and invite you to contact Bizionary should you require any additional information.

Yours sincerely,

ANDREW PINK

BIZIONARY BUSINESS BROKER



ANDREW PINK

BIZIONARY BUSINESS BROKER

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BUYING OR SELLING A BUSINESS IN THE UK? WE'RE HERE TO HELP.

Office: 020 3393 9500

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www. bizionary.co.uk

EXECUTIVE SUMMARY

SMALL CAKES. BIG MOMENTS.

Handcrafted
Happiness
Delivered



BUSINESS NAME

Sweet Crumbs Cupcakes



INDUSTRY

Food Manufacturing /
E-commerce



LOCATION

United Kingdom



HISTORY

Founded in
January 2018



WEBSITE

www.sweetcrumbscupcakes.co.uk



OPERATIONS

Online Business
Commercial Bakery
Nationwide Delivery



SALES REVENUE

F.Y. 2024 £198,000

F.Y. 2025 £220,000



TOTAL OWNER/OPERATOR EARNINGS (INCL ADD BACKS)

F.Y. 2025 £52,000

F.Y. 2026 £60,000



REASON FOR SALE

Owner relocating overseas



OPPORTUNITY

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



PRICE GUIDE

£180,000

+ VAT (if applicable)

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



Sweet Crumbs
Cupcakes

HANDCRAFTED HAPPINESS
DELIVERED

Life is
Sweeter
with Cupcakes

BUSINESS OVERVIEW

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

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
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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	£60,00
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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.





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, please don't hesitate to contact me. I would be delighted to assist you throughout the acquisition process.

Yours sincerely,

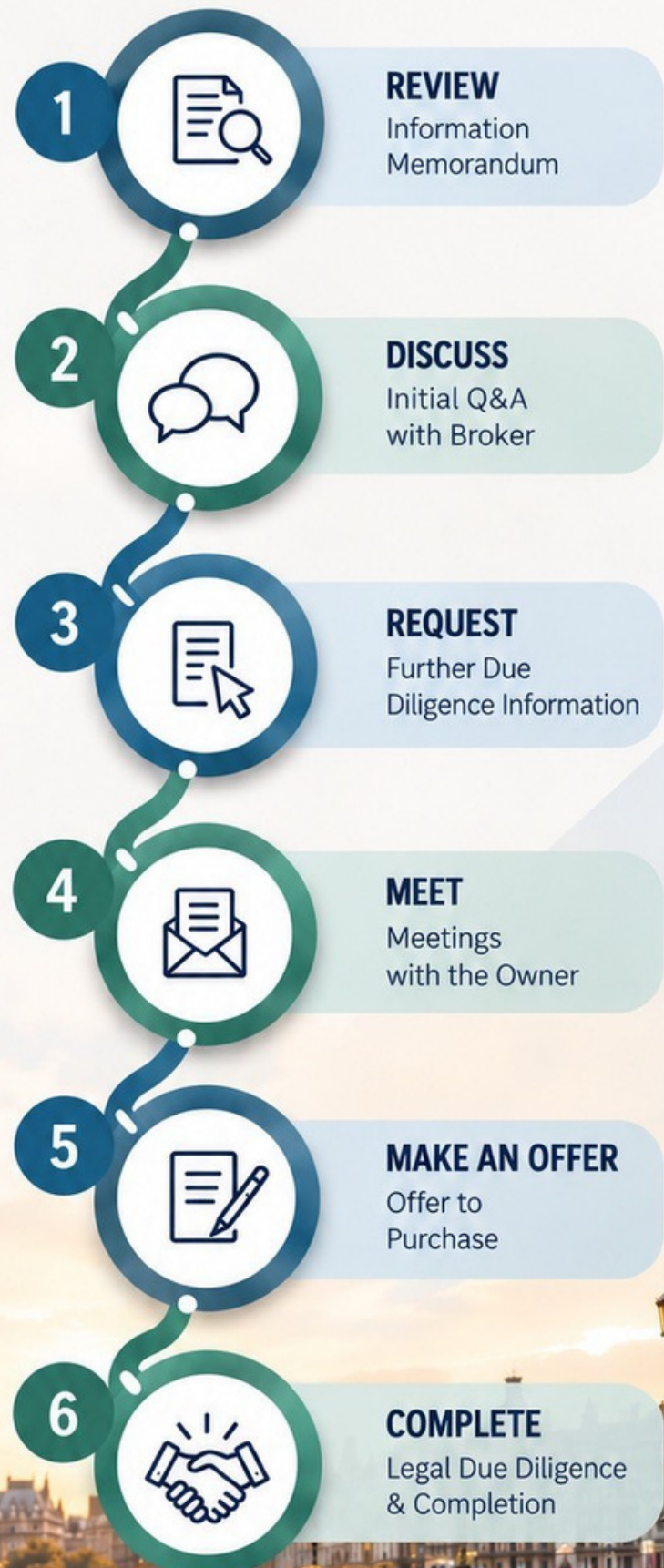
Andrew Pink

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