

Project Aqua – August 2026

An Opportunity to Acquire the Business and Assets of a small UK e-commerce gardening company specialising in plants, garden products and innovative growing/watering systems - Located in Banbury, Oxfordshire

Opportunity

- Established specialist gardening business with a diversified range of plants, gardening products and innovative growing/watering systems.
- Strong e-commerce proposition with an established presence across its own website and major online marketplaces, providing access to a broad customer base.
- Attractive growth potential through expansion of product ranges, new customer acquisition and increased penetration of existing online channels.
- Scalable operating model with scope to leverage digital marketing, marketplace optimisation and improved conversion to drive further revenue growth.
- Clear strategic opportunities to develop the Acqua brand, expand proprietary products such as innovative growing systems, and pursue additional UK and international sales channels.

Key Highlights

- Established UK gardening and horticultural business with a recognised product offering spanning plants, growing systems and garden accessories.
- Multi-channel e-commerce model with sales generated through its own website and leading third-party online marketplaces.
- Diversified product portfolio combining recurring gardening demand with innovative, higher-value growing and watering solutions

- Lean and scalable operating platform offering potential for growth without significant structural complexity.
- Strong platform for future expansion, with opportunities to broaden product ranges, strengthen the brand and increase online market penetration.

Expressions of Interest

- Interested parties will be required to sign a nondisclosure agreement (NDA) before further information is provided.
- Expressions of interest are required by **2nd September 2026** with completion as soon possible thereafter.
- Best and final offers required to be submitted by **5th September 2026**.

Financial Overview

Recent Profit & Loss

£	Unaudited Year end 2024	Unaudited Year end 2023	Unaudited Year end 2022
Turnover	834,549	1,160,214	760,003
Gross Profit/Loss	440,754	598,141	612,002
Profit/Loss for the year	(41,277)	2,936	(24,689)

For Further Information

Further information is available upon completion and return of a Non-Disclosure Agreement (NDA), which is available on request. Enquires should be directed in the first instance to:

Name

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Important Notice

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