



BUDDHA IBIZA

INFORMATION MEMORANDUM



'ECOMMA'

THE PREFACE



WIEGER SIETSMA

OWNER



MICHELLE

OPERATIONS MANAGER



BAWAR

MARKETING EXPERT

Ecomma is an Ecommerce Private Equity firm based in Dubai. We have built and bought over 25+ E-commerce Brands that accounted to over \$65M in revenue. Interested to acquire one of our portfolio companies?

This information memorandum has been established on the basis of information which provided by Ecomma.

If you have additional questions in response to the information memorandum please contact Wieger via wieger@ecomma.co

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How does the company perform?

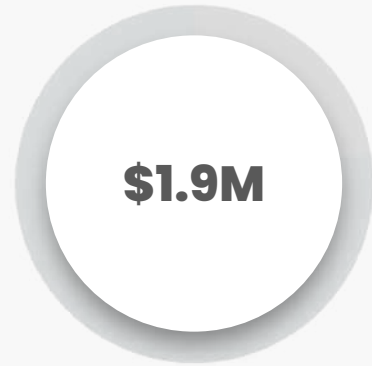
05.

Transaction

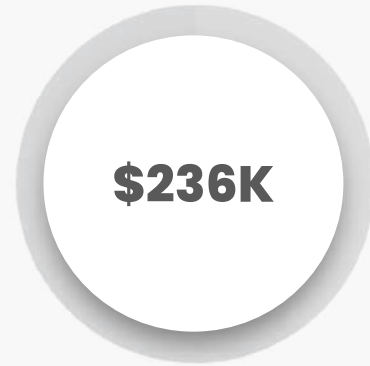
How will the transaction look?



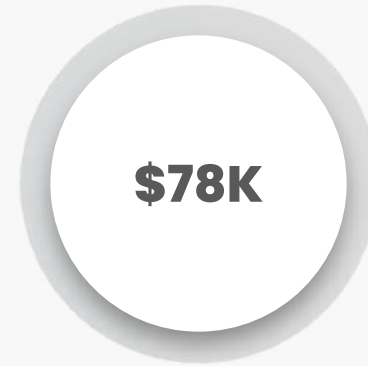
INTRODUCTION: BUDDHA IBIZA IN SHORT!



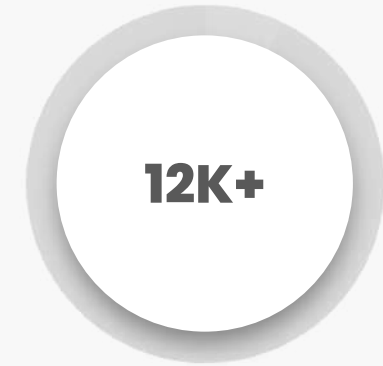
Revenue in 11 years



TTM Sales



TTM Profit



Instagram



Global Jewellery Business selling internationally



High performing team



Winning at Meta Ads, Google Ads, Pinterest and TikTok Marketing



Loyal relationship with the supplier

E-Commerce Jewellery Products Business

Buddha Ibiza not only stands out for its profitable operations but also for its unique niche, the ever-growing market focussing on jewellery products. Having over 12K Instagram followers and 4.9*/5 on Kiyoh rating, Buddha Ibiza has proven to build a meaningful presence.

INTRODUCTION: DETAILS TRANSACTION

- The deal is an Asset deal for 100% of rights, shopify account, marketing content and everything else related to Buddha Ibiza.
- The owner wishes to sell Buddha Ibiza as a result of other strategic investments.

Specialties:

- The marketing team wishes to stay on and is eager to help Buddha Ibiza grow faster
- The operations manager wishes to stay on and help the owner strategically
- Good transferability as the owner's effort is minimal and almost only manages the company's finance.

INTRODUCTION: **TIMELINE**

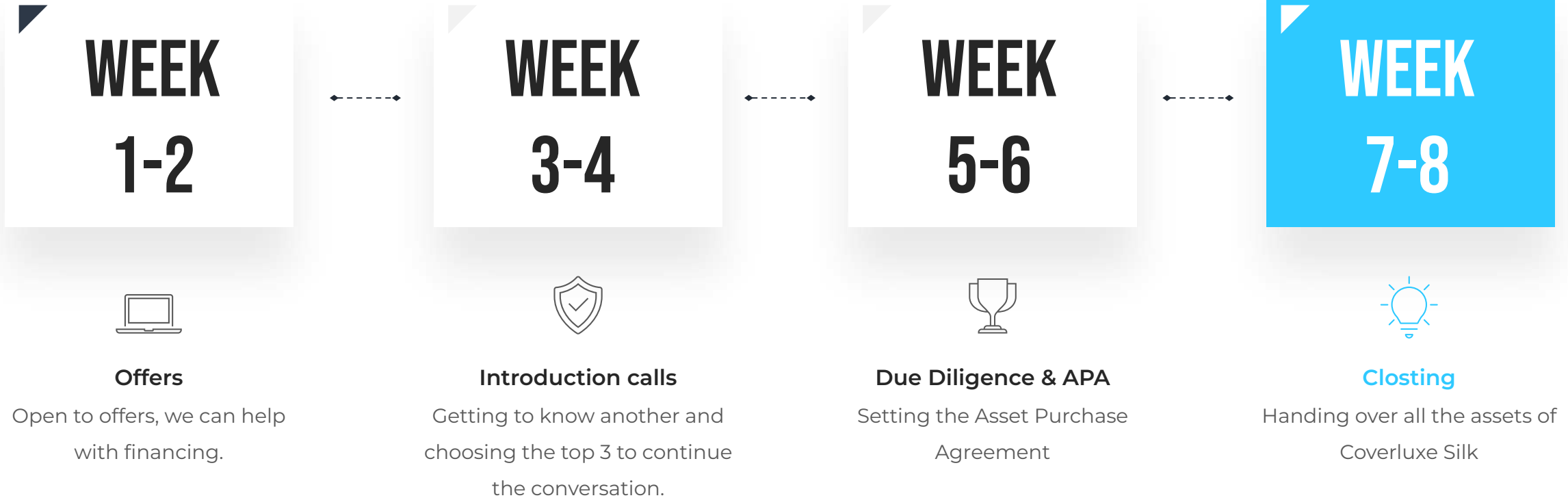


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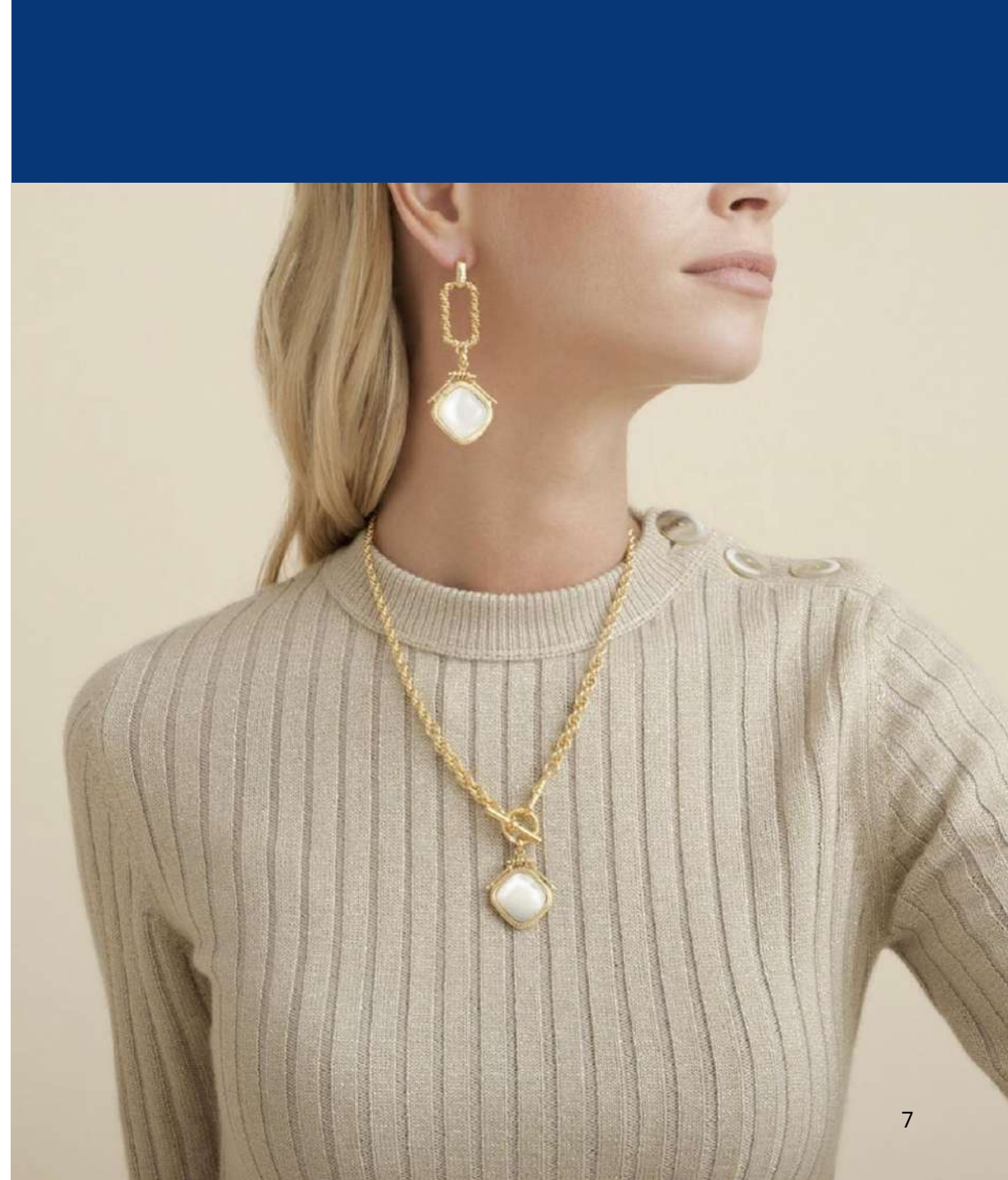
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COMPANY: BUDDHA IBIZA

- **Founded in March 2013**, Buddha Ibiza is a thriving E-Commerce store specializing in Jewellery Products. With consistent robust growth in revenue and customer base its 11 years, it offers an attractive investment opportunity.
- Buddha Ibiza, having generated an impressive **\$236K TTM and \$78K net profit in TTM**, offers a robust ROI, making it an appealing choice for investors.
- **With over \$1.9M revenue and healthy net profits**, Buddha Ibiza shows financial stability and growth potential. Its 12K+ Instagram followers high engagement and repeat purchases underscore this promise.
- **Profitable and unique**, Buddha Ibiza caters to the vast, growing unique and wonderful jewellery products. Its sustainable revenue growth shows its grasp of audience preferences, fortifying its niche market position.
- Investing in Buddha Ibiza gives you not just an eCommerce store but a flourishing business with **untapped potential for growth and profit in a rapidly expanding niche.**
- **With stock (3PL being used to outsource fulfillment)**

Due to us holding stock we can deliver in 1-3 days. We purchase roughly once or twice per month with our reliable supplier which ships it to our 3PL.

COMPANY: BUDDHA IBIZA

- \$236K TTM Sales
- \$78K TTM Net profit
- \$1.9M+ Lifetime Sales
- Healthy Net profit Margins
- 12K+ Instagram Followers
- 9,4/10* Review Scores at Kiyoh
- 5.7% Conversion rate
- 40.9% Returning Customers
- Meta Ads, Google Ads, Pinterest, TikTok
- Trustworthy supplier
- Dedicated Operations & Marketing Manager (Who could stay onboard)
- Growth opportunities: Increasing Marketing Budgets, Increasing Product Catalog, Exploring marketing channels (YouTube), Influencers, Growing Target locations



COMPANY: TIME NEEDED

Task	Hours per week?	Who?
<ul style="list-style-type: none"> • Customer service 	2.5 hours per week	Operations Manager
<ul style="list-style-type: none"> • Processing of orders 	2 hours per week	Operations Manager
<ul style="list-style-type: none"> • Posting on social media 	1 hour per week	Operations Manager
<ul style="list-style-type: none"> • Sending newsletters 	1 hour per week	Marketing Manager
<ul style="list-style-type: none"> • Managing and creating Facebook campaigns 	1 hour per week	Marketing Manager
<ul style="list-style-type: none"> • Searching & uploading new items 	1.5 hours per week	Operations Manager
<ul style="list-style-type: none"> • Finance 	1.5 hours per week	Owner

COMPANY: PRODUCTS

- Buddha Ibiza exclusively Global Jewellery Products → Necklaces, rings, bracelets and other accessories.
- An example of our selling prices and margins is listed below



Example Calculation Margin	Single Product \$14.99	 Average Order \$35.96
COGS	\$2.20	\$12.74
SHIPPING	\$3.05	\$9.75
BRUTO MARGIN	\$9.74	\$52.47
MARGIN %	65.0%	69.9%

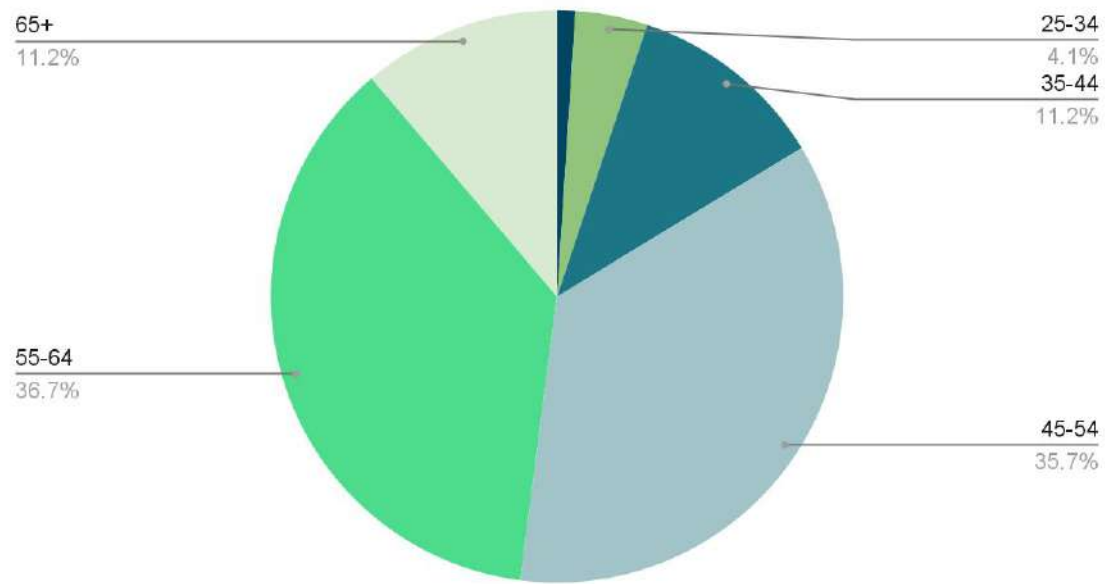


COMPANY: SUPPLIER

- **Who?** There are high quality suppliers attached since the early beginning of Buddha Ibiza. Who sources our products. Currently we work with reliable supplier in the Netherlands.. The supplier sends the items to our 3PL Partner. Our 3PL is attached to our website and can track our orders. Each order is automatically being shared with the 3PL partner and they directly send the item to the customer, we can ensure efficient operations and timely delivery.
- **Payment terms?** The stock is 50% paid upfront, and 50% is paid at delivery. The shipping to fulfillment center takes 1-2 Days and is ordered once or twice monthly.
- **Contact?** Via Slack, Phone or Email. Slack is generally preferred.
- **Return policy?** We are receiving the returned products and offer them to influencers complimentary. We receive content for our social media in return.

COMPANY: OUR CUSTOMERS 2023 DATA

Age Demographics - Last 90 days



Demographics

Women aged 45-64 in who are passionate about style, especially those who prioritize self-care and are enthusiastic about prestige and elegant products.



Interest

Lifestyle, fashion, social media, travel & leisure.



Why Buddha Ibiza

“The only site with an adjustable bracelet for my daughter size 15/16. She is happy with it and gave myself a great necklace as a gift.”

source kiyoh.com/reviews - 1508 reviews 9,4 / 10



127 reviews in the last 12 months
96% recommends your company



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MARKET AND STRATEGY: JEWELLERY PRODUCTS

INDUSTRY IS GROWING

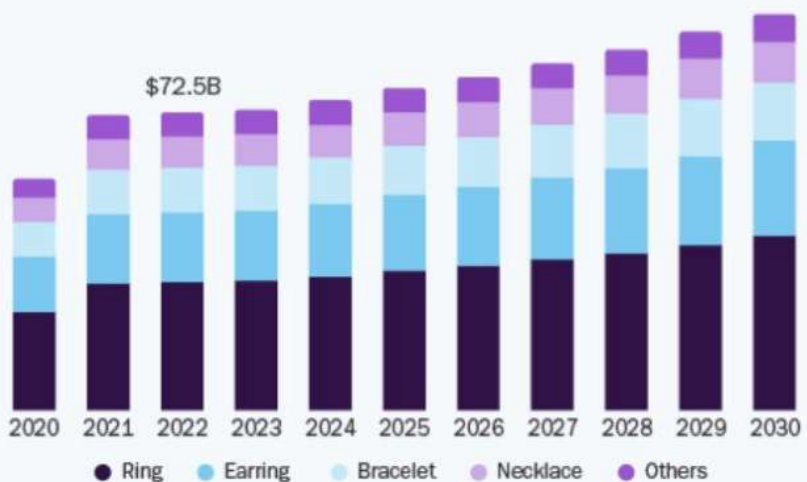


Currently valued at **just over \$350b USD**, the global jewellery market has a projected 4.7% growth rate that will send that number sky-high to \$482b by 2030. But the coming years will also see huge shifts in market shares and demand – because while diamonds may be forever, audiences certainly aren't. 21 Jan 2024



U.S. Jewelry Market

Size, by Product, 2020 - 2030 (USD Billion)



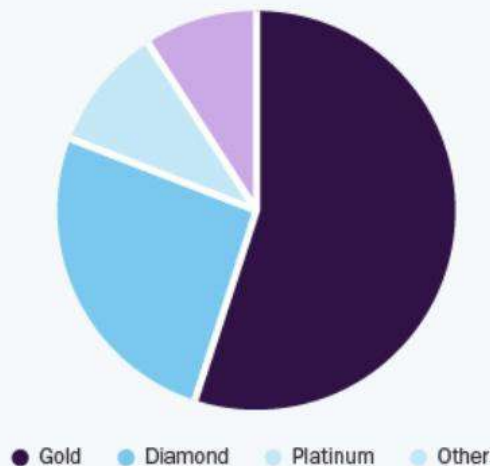
4.1%

U.S. Market CAGR, 2024 - 2030

Source: www.grandviewresearch.com

Global Jewelry Market

Share, by Material, 2023 (%)



\$353.3B

Global Market Size, 2023

Source: www.grandviewresearch.com

MARKET AND STRATEGY: SWOT ANALYSIS

STRENGTHS

- + Strong Brand identity
- + Length of Operation 11 Years
- + Dedicated team running day to day
- + Loyal customer base 40.9% returning customers
- + Huge target audience
- + Growing niche opportunity

OPPORTUNITIES

- + YouTube ads (the marketing team already has a lot of experience here)
- + Influencers marketing
- + Add new offers/products
- + Grow the B2B channel
- + Increase marketing budgets

WEAKNESSES

- Timezone management (team members are worldwide)

THREATS

- Industry specific, reliant on demand for jewelry products



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FINANCIALS: PAST AND FORECAST

Buddha Ibiza							
Financials are in USD		2022		2023		Forecast 2024	
Revenue		424,661	100.0%	239,903	100.0%	296,233	100.0%
Staff Cost		19,200	4.5%	19,200	8.0%	19,200	6.5%
Cost of Goods		146,933	34.6%	80,608	33.6%	101,077	34.1%
Gross profit		258,528	60.9%	140,096	58.4%	175,956	59.4%
Advertising & Marketing		101,280	23.8%	48,807	20.3%	38,206	12.9%
Subscriptions		494	0.1%	8,633	3.6%	15,095	5.1%
Transaction Cost		7,644	1.8%	4,318	1.8%	5,332	1.8%
Automation Cost		0	0.0%	0	0.0%	0	0.0%
EXTRA		0	0.0%	0	0.0%	0	0.0%
Total indirect cost		109,417	25.8%	61,759	25.7%	58,634	19.8%
EBITDA		149,111	35.1%	78,337	32.7%	117,322	39.6%

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TRANSACTION

- **Asking Price \$149.000.** Open for finance or profit share solution.
- **Offer.** We ask interested parties to make a (non-binding) offer for an asset deal based on the information provided in this information memorandum. The transfer can be done physically, online or through Escrow.
- **Support.** During the initial ownership transfer, we'll provide guided training to new owner(s). We also offer minimum 90-day support which can extend beyond. Although we believe new owners will capably manage Buddha Ibiza,, our assistance is available via Slack, email, online meetings, and potentially in-person meetings.
- **Liabilities:** Buddha Ibiza has no debts, claims or loans.

To be included in the (non-binding) offer from the buyer:

- Motivation to take over Buddha Ibiza.
- The bid for the share transaction.
- Financing structure.

Contact Wieger Sietsma: wieger@ecomma.co Phone: +316 4050 0795 | +971 54 539 8030

THANK YOU