



MOBI MARKET - USED MOBILE PHONE RESELLER

Opportunity Overview

SIA Group has an excellent opportunity to purchase the assets of Mobi Market Limited (in Administration), which operated as a prominent used mobile phone and accessory reseller through the customer-facing GoodBuyTech brand, and developed a market leading buyback experience for customers.

The Company sourced devices from wholesalers and consumers via the GoodBuyTech website, and sold devices via the GoodBuyTech website or online marketplaces including Amazon and eBay.

The business achieved a 5-star TrustPilot rating based on 6,000 reviews, and the Company had a tech-focussed approach to delivering increased consumer satisfaction, which was largely underpinned by its proprietary multi-purpose software platform, which it used for stock management, live pricing analytics, device tracking and automated customer notifications.

Interested parties are requested to deals specifically with Emre Turan at SIA Group. Further information including access to a virtual data room can be provided upon execution of an NDA.

It is intended that a sale will be executed at the earliest opportunity and all expressions of interest must be registered by no later than **midday Tuesday 30th April 2024**, with final offers to be submitted no later than **Tuesday 7th May 2024**.



Opportunity Highlights

- Environmentally conscious and customer-focussed brand, which identified the slow-down in technological advancements relating to mobile phones and the increasing demand for second-hand devices.
- Assets underpinning a business that generated revenue of c.£15.5m at its peak in 2021.
- Proprietary software platform which included an internal system facilitating the purchase and sale of stock, stock management, linked faults and integration with third-party comparison sites for real-time pricing analytics.
- Offers are invited for the Company's intellectual property assets and stock.



Assets For Sale

- Software platform (no product or customer data available)
- Stock comprising mobile phones and accessories
- Unregistered rights in the Mobi Market and GoodBuyTech brands
- Mobi Market marketplace accounts
- Domain name portfolio



Further Information

- Requests for further information should be addressed to Emre Turan of SIA Group. Contact details have been provided.
- Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.



Deadlines

All expressions of interest must be registered by:
Midday, Tuesday 30th April 2024

Final offers to be submitted no later than:
Tuesday 7th May 2024

Contact Us



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