

BUSINESS VALUATION REPORT

ecommrce shop

Valuation Date: August 1, 2025

ENTERPRISE VALUATION

\$456 000

Valuation Range: \$387 600 - \$524 400

Company Overview

| | | | |
|-----------|---------------|-----------------|-----------|
| Company: | ecommrce shop | Founded: | 2020 |
| Industry: | ecommerce | Annual Revenue: | \$470 000 |
| Location: | AK | SDE: | \$120 000 |

Executive Summary

ecommrce shop is an established ecommerce business. The company generates annual revenue of \$470 000 with Seller's Discretionary Earnings (SDE) of \$120 000, resulting in an SDE margin of 25.5%. the business shows exceptional profitability and operates efficiently with minimal owner involvement.

Financial Performance

| Metric | Current Year | Performance |
|----------------|--------------|-------------|
| Annual Revenue | \$470 000 | Stable |
| SDE | \$120 000 | Excellent |
| SDE Margin | 25.5% | Outstanding |

Valuation Methodology

SDE Multiple Approach: Using industry-standard SDE multiples for ecommerce businesses.

Applied Multiple: 3.8x (industry standard)

Calculation: SDE (\$120 000) × Multiple (3.8x) = \$456 000

Final Valuation Range: \$387 600 - \$524 400

Positive Value Drivers

- ✓ Strong SDE margins (25.5%)
- ✓ Established market presence
- ✓ Proven business model

Key Risk Factors

- ⚠ Market competition
- ⚠ Economic sensitivity
- ⚠ Regulatory compliance
- ⚠ Technology changes

Important Disclaimer

This business valuation report is prepared for informational purposes only and should not be considered as formal investment advice or professional business appraisal. The valuation estimates are based on industry standards and comparable analysis but may vary significantly based on specific market conditions, transaction circumstances, detailed due diligence findings, and individual business factors. For official valuations intended for legal, tax, or transaction purposes, please consult with a certified business appraiser or qualified financial professional.

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