

# BUSINESS VALUATION REPORT

ecommerce shop

Valuation Date: August 4, 2025

## ENTERPRISE VALUATION

**\$532,000**

Valuation Range: \$452,200 - \$611,800

### Company Overview

Company:	ecommerce shop	Founded:	2020
Industry:	ecommerce	Annual Revenue:	\$460,000
Location:	AZ	SDE:	\$140,000

### Executive Summary

ecommerce shop is an established ecommerce business. The company generates annual revenue of \$460,000 with Seller's Discretionary Earnings (SDE) of \$140,000, resulting in an SDE margin of 30.4%. The business shows exceptional profitability and operates efficiently with minimal owner involvement.

## Financial Performance

Metric	Current Year	Performance
Annual Revenue	\$460,000	Stable
SDE	\$140,000	Excellent
SDE Margin	30.4%	Outstanding

## Valuation Methodology

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

Applied Multiple: 3.8x (industry standard)

Calculation: SDE (\$140,000) × Multiple (3.8x) = \$532,000

Final Valuation Range: \$452,200 - \$611,800

### Positive Value Drivers

- ' Strong SDE margins (30.4%)
- ' 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 circumstances. This report is not intended for use in any legal or financial transaction. For more information, please consult with a certified business appraiser or qualified financial professional.