

Profile number

110266

Product line in outdoor fitness equipment

Located in

Gelderland

Personal data

Sector

Retail non-food

Type of company

Other

Legal entity:

Limited Company

Type of transaction

Assets / liabilities

Life phase enterprise

Starting

Employees in FTE

0

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 0 - € 100.000

Asking price

€ 0 - € 100.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

The company was founded on the vision of integrating sports and physical activity into outdoor spaces, with specific attention to landscaping, garden design, and aesthetics. Over the past few years, its own product line has been developed, tested, and optimized, including brand positioning, a webshop, a marketing foundation, and logistical setup.

The focus was on product development, branding, and building a scalable concept, laying a solid foundation for further commercial growth and scaling up.

Development, production coordination, and sales of outdoor fitness products for private and commercial use.

Sales take place primarily through a proprietary webshop. In addition, marketing channels have been established via search engines and social media. The company possesses its own brand, product designs, inventory, supplier relationships, and an established logistics base.

Unique selling points

- Unique concept: outdoor fitness solutions integrated into landscaping and garden architecture
- Proprietary product designs and brand positioning
- Combination of aesthetics, functionality and sustainability
- Strong online visibility and marketing foundation
- Ready-made scalable e-commerce concept

The distinction lies primarily in the integration of sport, design, and greenery, ensuring a clear positioning relative to standard fitness and garden products.

Other

The company is particularly interesting for an entrepreneur, MBI candidate, e-commerce specialist, or strategic party looking to achieve commercial growth and scaling.

Suitable for buyers with experience in:

- e-commerce
- marketing & sales
- product distribution
- brand development

The form of acquisition is open for discussion: full acquisition, partial acquisition, or participation with retention of a minority interest.