

## Profile number

110570

**Kitchen specialist in the province of Utrecht with a unique target audience | showroom (rent/purchase possible) in an AAA location**

## Located in

Utrecht

## Personal data

### Sector

Retail non-food

### Type of company

Kitchen, sanitary

### Legal entity:

Limited Company

### Type of transaction

Shares

### Life phase enterprise

Growing

### Employees in FTE

< 5

### Type of buyer:

- MBI candidate
- Strategic acquisition

## Financial information

### Turnover last financial year

€ 500.000 - € 1.000.000

### Asking price

€ 250.000 - € 500.000

### Earnings before taxes

Confidential

## Company history/background

### History of the company

The kitchen specialist was founded four years ago.

The company started with the idea of setting up a **small-scale online kitchen sales organization**. In practice, however, it turned out that the demand for **custom-made kitchens was considerably greater** than expected.

As a result, the focus has shifted to:

- design
- sale
- realization of custom kitchens

An independent company specializing in the sale and realization of **custom-made kitchens for the business market and their projects, as well as for private individuals** .

The company operates from a highly prestigious location and is completely **independent** , **not affiliated with a franchise formula or purchasing organization** . As a result, the company enjoys complete freedom regarding assortment, pricing, and market positioning.

Through efficient organization and strong collaborations with kitchen manufacturers, we can **offer high-quality kitchens at competitive prices** .

## Unique selling points

Serves primarily the business market and has no focus on the private market (yet).

Most kitchen businesses focus on private customers, treating the business market as a secondary concern. We recognize that the business market is enormous and aim to attract this customer group through an (online) focus.

## Other

The buyer may be an entrepreneur who continues the business in an equivalent manner;

A buyer who views the location as an expansion of their current establishment(s) and gains an additional target group, namely the business market;

A buyer who transfers the activities to his own company.