

**Profile number**

110731

**Franchise location in books and retail services in Hoofddorp****Located in**

North Holland

**Personal data****Sector**

Retail non-food

**Type of company**

Bookstore

**Legal entity:**

Other

**Type of transaction**

To be determined

**Life phase enterprise**

Full-grown

**Employees in FTE**

&lt; 5

**Type of buyer:**

- MBI candidate
- Strategic acquisition
- Investor

**Financial information****Turnover last financial year**

€ 500.000 - € 1.000.000

**Asking price**

€ 0 - € 100.000

**Earnings before taxes**

Confidential

**Company history/background**

This branch is part of a nationwide retail chain that has been active in the Netherlands since 1868 and is one of the best-known names in the market for books, magazines, and office supplies. Over the years, the chain has developed into a modern retail chain with a wide assortment and strong local ties. The organization operates with independent entrepreneurs under a franchise structure. This means that the entrepreneur is the independent owner of the store while simultaneously benefiting from the support, national recognition, marketing, and collective purchasing provided by the franchise organization.

The store focuses on the sale of books, magazines, newspapers, stationery, gift items, and educational products. In addition, the branch fulfills an important service function within the local area by offering supplementary services such as parcel services and other retail services. Through the combination of retail and service, the company manages to attract a broad audience. The concept is known for its customer-oriented approach and accessible shopping experience.

## Unique selling points

This company benefits from the strength of an established franchise organization with national name recognition and a proven store concept. Entrepreneurs receive support in the areas of marketing, automation, logistics, assortment, and operational guidance. At the same time, there remains room for local entrepreneurship and initiative within the location. The combination of a familiar store environment, a wide assortment, and additional service functions ensures a stable flow of customers and returning visitors. Furthermore, the formula's omnichannel strategy offers opportunities through the link between physical store sales and online activities.

## Other

This location is being offered to an entrepreneurial buyer with an affinity for retail, customer contact, and local entrepreneurship. Experience in retail or book sales is a plus but not an absolute requirement. The franchise organization offers guidance and training to new entrepreneurs. The ideal candidate is commercially minded, visibly present on the shop floor, and capable of managing a team and building customer loyalty. Thanks to the existing formula and available support, this acquisition offers an accessible opportunity to become active as an independent entrepreneur within a stable and recognizable retail environment.