

Profile number

104939

International company in smart home products (2M+ in 2022) seeks growth partner

Located in

Netherlands

Personal data

Sector

Wholesale

Type of company

FMCG

Legal entity:

Limited Company

Type of transaction

To be determined

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 1.000.000 - € 2.500.000

Asking price

€ 250.000 - € 500.000

Earnings before taxes

Confidential

Company history/background

Profitable E-commerce

The company develops and sells so-called smart home products under its own brand. The products are of higher quality than those of the competition and are also sold at higher prices. Consumer satisfaction is high, as is the conversion to sales (+ 4.1).

Expansion of the product range

The company wishes to expand into a more complete range of smart home products. The expansion is aimed at:

- security
- control of household appliances
- solar energy-based solutions

Unique selling points

Omnichannel strategy

The company is growing internationally, chronologically respectively 1) Benelux, 2) UK and Germany, 3) Spain and France, and 4) eventually also the US, via an omnichannel strategy:

- own webshops
- market places
- social media
- physical stores

Other

Capital requirement

The total capital requirement amounts to 500K Euro. Participation in the equity is possible starting from 250K for an investor who also brings added value in the field of smart home products and/or e-commerce and/or consumer brands. The sought capital will be used as working capital and for App development (controlling smart home products).