

**Profile number**

108943

**Fashion store incl. webshop: Plug & Play!****Located in**

North Holland

**Personal data****Sector**

Retail non-food

**Type of company**

Clothing store

**Legal entity:**

Limited Company

**Type of transaction**

To be determined

**Life phase enterprise**

Full-grown

**Employees in FTE**

5 - 10

**Type of buyer:**

- MBI candidate
- Strategic acquisition

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

€ 500.000 - € 1.000.000

**Asking price**

To be agreed

**Earnings before taxes**

Confidential

**Company history/background**

The fashion store has been in operation for nearly twenty years and has built up a large, loyal customer base. The number of customers continues to grow every year. The store specializes in women's and men's clothing (including a large shoe department and accessories) and offers a wide range of products for 'the hip 40- and 50-plus'. The more than thirty recognized and well-known fashion brands in the mid-to-high segment form a fine selection for the fashion-conscious man and woman. Quality comes first, and the brands we sell have amply proven this. We have built up a long-standing partnership with most brands, enabling us to make good and favorable agreements. The competitive position in the region is very strong and focuses particularly on the

higher segment. The fashion store has a large and loyal customer base. Due to the focus on quality and customer relationships, more and more people from far beyond the region are visiting our physical store as a result of our promotions on our social media channels. Our store is a real draw for the city!

The store is situated in a prime location surrounded by beautiful shops. The building was completely renovated in 2013 and has a luxurious appearance. The interior was updated in 2022 to achieve an even more trendy and classy look. Since January 1, 2024, we have expanded with a beautiful and already successful webshop. The significant growth in followers on our Instagram account led us to decide to launch a webshop last year. The number of followers on social media totals over 27k (7.9k on Facebook and 19,100 on Instagram). (Please note: these are real accounts; nothing has been purchased). The store is offered including the webshop. Including the building is an option, but renting is also a possibility.

## Unique selling points

Overview of social media reach (27,000 followers) We have two powerful social media channels at our disposal: - Instagram: 19,000+ followers (built organically) - Facebook: 7,900 followers (built organically) This community is active, loyal, growing, and strongly intertwined with the brand experience. There is demonstrable conversion from social media to both the webshop and the physical store. The accounts are professionally set up, linked to Meta Business Suite, and ready for immediate use. Webshop growth 2024–2025: Growth compared to 2024: (+78.2%) Note: In six months of 2025, 89% of the 2024 annual revenue has already been achieved. This strong revenue growth is directly linked to the active use of social media as a conversion channel. Please note: The webshop was only launched on January 1, 2024. The rapid growth in revenue and conversion underscores the growth potential and the strong correlation with social media reach.

## Other

The fashion store has a legal BV structure. Organization: A holding company is the 100% owner of the fashion store. The fashion store has no full-time employees and six part-time employees. The employees' positions are distributed as follows:

- 1 Manager (all-rounder: back office duties and sales stylist)
- 1 Assistant Manager (sales stylist & support for manager tasks)
- 1 Back office employee & content creator
- 2 Sales Stylists

The sales team works well together. Although the owner is an important link within the team, a sale will not have a negative impact on revenue. The added value of the current owners lies, in addition to the sale, primarily on the purchasing side. This is a point of attention for the potential buyer. The seller is willing to provide guidance in this regard.