

## Profile number

109677

## Merkgedreven FMCG- of lifestyleonderneming

### Located in

Multiple regions possible

## Personal data

### Sector

- Retail food
- Retail non-food
- Wholesale

### Type of company

- Bakery
- Butchers
- Fish store
- Grocery store / food market
- Tobacco and Convenience Stores
- Liquor store
- Bicycle store
- Bodyfashion
- Bookstore
- Mixed business
- Car dealer, service station
- Drugstore
- Clothing store
- DIY
- Electrical goods
- Floors
- Flower store
- Furniture store
- Garden centre
- Petrol station
- Hairdresser, personal care
- Webshop
- Jewellery
- Kitchen, sanitary
- Motorcycle store
- Optician
- Shoe store
- Sporting goods store
- Car and vehicle accessories

- Computer and office accessories
- FMCG
- Sport and recreation
- Trading company
- Wholesale DIY
- Wholesale electrical components
- Wholesale food(s)
- Wholesale packaging materials
- Solariums
- Baby- and child clothing
- Other
- Fruit & vegetables specialty store
- Toy store
- Carwash
- Wholesale of hygiene and cleaning solutions

**Legal entity:**

Limited Company

**Type of transaction**

- Shares
- Assets / liabilities
- To be determined

**Life phase enterprise**

Full-grown

**Employees in FTE**

10 - > 50

**Type of buyer:**

MBI candidate

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

€ 1.000.000 - € > 5.000.000

**Asking price**

€ 1.000.000 - € 10.000.000

**Earnings before taxes**

€ 0 - € > 5.000.000

**Company history/background****Sought:**

A healthy and scalable SME with distinctive brands and clear growth opportunities. Preference is given to companies active in food, retail, lifestyle, beauty, or health. Both B2C and B2B propositions with a brand-driven

character are suitable.

Company profile:

- Location: Central Netherlands (not exclusive).
- Size: EBITDA € 0.5 – 2.5 million.
- Company with a solid foundation, a people-oriented culture, and potential for strategic and operational strengthening.
- Growth opportunities in market expansion, portfolio broadening, digitalization, and/or optimization of existing activities.
- Both a majority stake and a full takeover are possible.
- Preference for family businesses without succession, carve-outs, or enterprises ready for a new phase.

The MBI duo:

- Together, 40+ years of international CEO and executive experience at Nike, Fatboy, P&G, Unilever, HEMA, and Noppies, among others.
- Proven track record in brand development, digital growth, international expansion, and transformations under private equity.
- Complementary profiles:
  - Financially astute leader with experience in complex transformations, process optimization, profitable growth, and value creation.
  - Visionary strategist with expertise in brand building, digitalization, sustainability (B Corp), and turnaround management.
- Their approach combines commercial acumen with people-oriented leadership and sustainable value creation.

## Other

Ambition:

The buyers intend to lead the company long-term, both strategically and operationally, and to prepare it for a successful future. They possess their own resources and a strong network to realize an acquisition of this magnitude.