

Profile number

109870

Wellness and Beauty Space (Amsterdam)

Located in

North Netherlands

Personal data

Sector

Retail non-food

Type of company

Hairdresser, personal care

Legal entity:

Type of transaction

Assets / liabilities

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 100.000 - € 250.000

Asking price

€ 100.000 - € 500.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

The organization is a comprehensive beauty concept in Amsterdam, catering to both men and women aged 14 and up. Its core services include waxing and laser hair removal, complemented by manicures, pedicures, massages, facials, pressotherapy, body scrubs, and the sale of beauty products. This combination provides a complete beauty experience.

Core activities include waxing and laser hair removal, complemented by manicures, pedicures, massages, facials, pressotherapy, body scrubs, and the sale of beauty products. This combination provides a complete beauty experience.

Unique selling points

Location and Accommodation: The location has four treatment rooms spread over two floors, with a modest rent and easy access by public transport, bicycle, or car (with parking). The lease is based on a 5+5 contract, the three-year term of which expires in October 2025. Energy consumption is low and operating costs are limited. The organization employs independent professionals (ZZP'ers), eliminating fixed labor costs.

Key figures and growth potential: The company has consistently shown profit since its inception, with a net margin above 20% and no bank liabilities (net cash position). Revenue grew by 17% between 2023 and 2024, and a further increase of 34% is expected in 2025.

There is growth potential by expanding the workforce with additional freelancers to handle more client requests. There's also an opportunity to replicate the concept at a second location. The rising demand for beauty treatments in the Netherlands supports these growth opportunities.

Other

Organization: Daily management is simplified thanks to an integrated payment and scheduling system. This makes the business easy to manage with minimal time investment. Both owners are currently active in the business, along with three experienced and dedicated freelancers.

Other information: The company distinguishes itself through high customer satisfaction, with an average score of 4.9 on platforms like Google, Classpass, and TreatWell. There are no direct competitors in the immediate area. The company is being considered for sale due to the owners' plans to emigrate and expand their family.

Wanted buyer: someone keen to take over the business as owners plan to leave the Netherlands in short time. We have very good and well trained workers, hence the only job is to manage and administer day-to-day tasks (e.g. supplies, agenda control, cash management, etc.). Can support during initial phase of transfer to ensure everything goes smoothly.