

Profile number

110439

Profitable bookstore with potential

Located in

North Brabant

Personal data

Sector

Retail non-food

Type of company

Bookstore

Legal entity:

Sole Proprietorship

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

€ 500.000 - € 1.000.000

Asking price

€ 0 - € 100.000

Earnings before taxes

Confidential

Company history/background

Prime location right in the city center

Situated in a prominent location in the center of Bergeijk, this store benefits from a constant influx of shoppers. The location is strategically attractive: directly on the shopping street with parking available right outside, and within walking distance of major daily amenities such as Jumbo and Albert Heijn. This visibility ensures frequent spontaneous visits from residents and visitors from the surrounding villages.

A strong establishment with growth potential

The bookstore holds a strong position in the local market with a loyal customer base that has been returning for years for books, magazines, gifts, and lifestyle products. The store has achieved solid results in recent years, particularly in segments such as games, toys, and sustainable accessories. Additionally, the store is the exclusive dealer of popular lifestyle brands such as Dopper water bottles and Eastpak backpacks, highlighting a broad and up-to-date assortment.

An ever-growing region

Bergeijk and its surroundings are lively and pleasant residential centers within the municipality with nearly 20,000 inhabitants, of whom over 11,500 live in the center itself. The population has been growing steadily for years and consists of a diverse target group with good purchasing power and strong ties to local shops. The average disposable income per household has recently risen and is above the national average, further strengthening spending power in the catchment area. The local character of Bergeijk (known for its green surroundings, culture, and events) contributes to a strong demand for experiences and quality products in the center. The store can effortlessly cater to this demand with a mix of traditional and contemporary categories.

Unique selling points

Ideal for a franchisee with vision

For a new entrepreneur, this Bruna branch offers a solid foundation and room for further growth. With support from the franchise in the areas of omnichannel strategy (bruna.nl), purchasing, marketing, and store automation, you, as a franchisee, join a proven retail concept with broad brand recognition. The existing loyal customer base – with a strong representation of adults between 35 and 65 years old – provides a solid starting point to further develop revenue.

Other

In summary

This bookstore in Bergeijk is ready to be taken over by an enthusiastic entrepreneur who:

- wants to build on a strong, established formula;
- wants to seize opportunities in a central location with a good shopping crowd;
- wants to benefit from a loyal customer base and a region with affluent residents;
- wants to intertwine own ideas with support from a national retail organization.

Contact us for more information about the sales documentation and the opportunities to make this store your own success story.