

Profile number

110591

Full-service interior decorator with a strong regional position and scale potential

Located in

Netherlands

Personal data

Sector

Retail non-food

Type of company

Furniture store

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

10 - 25

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 1.000.000 - € 2.500.000

Asking price

To be agreed

Earnings before taxes

€ 100.000 - € 250.000

Company history/background

A leading regional player in home furnishings, active in the mid- to high-end segment, is offered for acquisition.

The company combines advice, sales, and execution in one integrated concept and has developed into a one-stop shop for complete interior projects.

Activities include, among others:

- Flooring (PVC, laminate, carpet)
- Window coverings & curtains
- Wall finishing (paint & wallpaper)
- Sun protection and custom solutions
- Interior advice and project furnishing

The company operates from two strategically located branches and serves both private and business clients.

Core of the business model:

- High order values via customization + assembly
- Strong customer relationships through advice and service (excellent team of employees)
- Combination of showroom + field service + execution

The company shows a stable and growing profile:

- Revenue: approx. €2.5 million.
- Gross margin: 50%.
- EBITDA margin: towards 10–11%

The second store was opened in mid-2023, making 2024 primarily a transitional year.

In addition: Healthy cost structure, Positive cash flows, Limited capital intensity. The company performs in line with or above sector benchmarks.

Unique selling points

Experienced team and transferable organization

- Mix of experienced and young staff
- Operational tasks largely transferable
- Continuity secured after acquisition

The company distinguishes itself through a total concept:

Client → advice → design → delivery → installation → aftercare

Key success factors:

- In-house design studio (increases conversion)
- In-house assembly (quality assurance & margin)
- Wide range (one-stop shop)

- Strong focus on customer experience and service

Other

The revenue is largely derived from:

- Home movers (main segment)
- Renovation projects
- New construction and project fitting out