

Profile number

110647

Project Styling: Hair Salon

Located in

Netherlands

Personal data

Sector

Service industry

Type of company

Other

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 100.000 - € 250.000

Asking price

To be agreed

Earnings before taxes

€ 0 - € 100.000

Company history/background

This renowned men's and women's hair salon has been active in Bussum, in the heart of 't Gooi, for over 25 years. The current owner has built the business into a fixture in the local community, with a broad and loyal client base. In 2022, the salon moved to a new, atmospheric location of approximately 125 m² in the center of Bussum, which has been completely renovated. Virtually all clients followed the business during this move, a testament to strong customer loyalty. The business is now being offered for sale due to the owner's personal ambitions to relocate to another region in the Netherlands.

The business offers a full range of services for men and women, including cutting, coloring, highlights, and styling. The salon features 3 washing stations and 6 cutting stations. In addition to the hair salon services, there is an in-house nail & beauty space (including inventory) that can be rented out to a third party for additional income. The staff consists of the owner and 5 employees. The salon is currently closed on Mondays due to a staff shortage, which offers immediate growth potential for a new owner.

Unique selling points

The company distinguishes itself through exceptionally high customer loyalty: approximately 5,000 active customers, of which 60-65% are returning. Growth is entirely organic through word-of-mouth recommendations; the company engages in minimal online marketing, which offers direct growth opportunities. The atmospheric, fully renovated (2022) Bohemian-style salon attracts a loyal, affluent clientele from the 't Gooi region. The in-house nail & beauty space provides an additional revenue stream. There is hardly any need for investment: the inventory is in excellent condition.

Other

The ideal buyer is an entrepreneur with an affinity for the hairdressing or beauty industry, or an investor seeking a stable, cash-flow positive enterprise with concrete growth opportunities. The acquisition requires no immediate CAPEX investment. The current owner is willing to remain available as a self-employed professional after the transfer to ensure a smooth transition of client relationships and expertise. The property is owned by the seller's holding company; a market-rate lease of €2,000/month is available, with continuation after the transfer being negotiable.