

Profile number

110663

Developer of marketing and promotional materials

Located in

North Holland

Personal data

Sector

Wholesale

Type of company

Trading company

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

5 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 2.500.000 - € 5.000.000

Asking price

To be agreed

Earnings before taxes

€ 250.000 - € 500.000

Company history/background

Over the past 17+ years, the company has built up a loyal customer base, good and stable profitability, and a large, reliable network of suppliers. Production is outsourced. In addition to personal contact, where the company collaborates with customers, they can also order directly online.

The company conceives, develops, and supplies marketing promotional materials to (large) international clients.

The company is creative and unburdens its clients by taking care of SWAG (i.e., promotional items used for brand promotion), premiums, and Merch (merchandise).

Customers

The client base consists predominantly of international B-to-B companies (corporates), international organizations, national and international professional associations, and trade fair, congress, and event organizers (including the Netherlands, Belgium, Germany, Switzerland, the United Kingdom, the US, and Israel).

Other

Chances

- Expand online sales, including modernizing the website and adding more languages to the webshop.
- Increasing brand awareness through marketing.
- Further growth – new customers;
- Expansion in Europe;

Financial development

The company's performance is stable, with a decline during the pandemic. A significant portion of revenue is generated outside the Netherlands, which has contributed to the recovery and stability of revenue. There are established relationships with several large international companies, and customer churn is low.