

**Profile number**

110683

**Sanitary and bathroom showroom for sale in Zwolle****Located in**

Netherlands

**Personal data****Sector**

Retail non-food

**Type of company**

Kitchen, sanitary

**Legal entity:**

Other

**Type of transaction**

To be determined

**Life phase enterprise**

Growing

**Employees in FTE**

5 - 10

**Type of buyer:**

- MBI candidate
- Strategic acquisition
- Investor

**Financial information****Turnover last financial year**

Confidential

**Asking price**

€ 0 - € 100.000

**Earnings before taxes**

Confidential

**Company history/background**

This bathroom and sanitary ware showroom in Zwolle is part of a nationwide franchise formula within the home and bathroom industry. Within this concept, independent entrepreneurs operate under a single recognizable formula, utilizing central support in the areas of purchasing, marketing, automation, and formula development.

The location is offered on a franchise basis. This means that the buyer becomes an independent entrepreneur and owner of the local location, while simultaneously benefiting from a proven business concept and the support

of the franchise organization. This combines entrepreneurship with the strength of a national brand and a well-developed operational system.

The formula has developed into an established player in the Dutch sanitary market, with a focus on complete bathroom solutions for a broad target group.

The branch is active in the sale and advice of complete bathrooms, toilet rooms, tiles, and individual sanitary ware. Customers are guided throughout the entire process: from inspiration and design to purchase and realization.

In the showroom, various bathroom layouts are presented, giving customers a realistic idea of styles, materials, and combinations. An important part of the sales process is the creation of 3D designs, allowing customers to visually experience their future bathroom.

The company focuses on both private clients seeking a complete renovation and clients specifically looking for particular parts or solutions.

## Unique selling points

The branch distinguishes itself through a combination of transparent service, a professional presentation, and a strong, supportive franchise concept.

Important features are:

- Part of a nationally proven franchise formula
- Strong brand image and uniform presentation
- Central support for marketing, purchasing, and operations
- Modern showroom with inspiring bathroom layouts
- Personal advice with 3D design capabilities
- Clear and transparent pricing structure without complex negotiations
- Focus on customer experience and complete peace of mind

This combination results in a professionally structured enterprise with a solid foundation and growth potential.

## Other

The business is offered for acquisition within a franchise framework. The buyer becomes a franchisee and takes

over a fully operational location within an existing network. In this arrangement, the franchise organization remains responsible for formula development, branding, and central support.

The franchisee is responsible for the daily operations, sales activities, and management of the team within the branch.

The ideal buyer possesses commercial skills, an entrepreneurial spirit, and an affinity for the home and sanitary ware industry. Industry experience is desirable but not strictly necessary, thanks to the support, training, and guidance provided by the franchise organization.