

Profile number

110718

Niche webshop specializing in unique children's keepsake products with stock and growth potential.

Located in

Gelderland

Personal data

Sector

Retail non-food

Type of company

Other

Legal entity:

Sole Proprietorship

Type of transaction

Assets / liabilities

Life phase enterprise

Phasing out

Employees in FTE

0

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 0 - € 100.000

Asking price

€ 0 - € 100.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

The company has been set up as a specialised niche webshop within the market for children's keepsake products. In recent years, a recognisable online concept has been built around storage boxes for baby teeth: a unique and timeless product with emotional value for parents, grandparents and young families.

By focusing on a specific niche, the webshop has developed a clear positioning within the market for gift and keepsake products. The product range consists of several product variants and complementary items, with the

company selling from its own stock.

The webshop is multilingual and offers growth opportunities both in the Netherlands and internationally. The company is operated as a sole proprietorship. The entrepreneur is of advanced age and has limited knowledge of the current online market, which means there are clear growth opportunities for a new owner.

The activities consist of the online sale of storage boxes for baby teeth and related children's keepsake products through a webshop. The work mainly consists of order processing, packing and shipping orders.

The business is operated as a sole proprietorship without employees.

The activities are carried out from home. There are no lease agreements or other long-term contractual obligations.

Unique selling points

The company distinguishes itself through a clear niche position within the market for children's keepsake products. The product range specifically focuses on storage boxes for baby teeth: a timeless and emotional product with gift value for parents and grandparents.

In addition, the webshop has a multilingual setup and international sales opportunities. Through the combination of a specific product, low operating costs and further growth potential in online sales and marketing, the company offers opportunities for a new owner.

Other

Other characteristics

Small-scale and easy-to-manage webshop with low fixed costs and immediate continuation possibilities. The company is suitable for further growth through online marketing, marketplaces and expansion of the product range. Due to its niche position and international opportunities, the concept is interesting for both starting and experienced e-commerce entrepreneurs.

Buyer profile

Suitable for an entrepreneur or existing e-commerce company with an affinity for online sales, gift items, baby products or children's products. Also interesting for a buyer who sees opportunities for further growth through online marketing and international expansion.