

## 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 was established as a specialized niche webshop within the market for children's keepsake products. Over the past few years, a recognizable online concept has been built around keepsake boxes for baby teeth: a unique and timeless product with sentimental 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 souvenir products. The assortment consists of multiple product variants and complementary items, with the

company selling from its own stock.

The webshop is set up in multiple languages and offers growth opportunities within the Netherlands and internationally. The business is operated as a sole proprietorship. The entrepreneur is elderly and has limited knowledge of the current online market, meaning there are still clear growth opportunities for a new owner.

The activities consist of the online sale of keepsake boxes for baby teeth and related children's keepsake products via a webshop. Duties primarily consist 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 rental 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 assortment focuses specifically on keepsake boxes for milk teeth: a timeless and emotional product with gift value for parents and grandparents.

In addition, the webshop features a multilingual setup and international sales opportunities. Due to the combination of a specific product, low operating costs, and further growth opportunities within online sales and marketing, the company offers opportunities for a new owner.

## Other

**Other features:** Small-scale and easy-to-manage webshop with low fixed costs and immediate continuation options. The business is suitable for further growth through online marketing, marketplaces, and product range expansion. Due to its niche position and international opportunities, the concept is attractive to both new and experienced e-commerce entrepreneurs.

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