

Profile number

110806

Portfolio of 9 webshops | Bicycle accessories & EV charging solutions**Located in**

Netherlands

Personal data**Sector**

Retail non-food

Type of company

Webshop

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Growing

Employees in FTE

5 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

€ 5.000.000 - € 10.000.000

Asking price

To be agreed

Earnings before taxes

€ 500.000 - € 1.000.000

Company history/background

The two companies were founded over ten years ago by the same entrepreneurial couple and have since grown into leading niche players in their respective markets. Company A is active in bicycle accessories and operates five webshops with a reputation built up over many years and a loyal customer base. Company B focuses on battery chargers, home batteries, and EV charging solutions and benefits fully from the strong growth in electric driving and energy storage. Both companies operate on the same proven operational model, are supported by the same back office, and can be acquired separately or as a portfolio. After more than ten years of

entrepreneurship, the owners wish to enter a new phase and guarantee a careful transfer.

Both companies sell a broad and deep assortment of bicycle accessories and EV charging-related products, respectively, through a total of nine specialized webshops. The webshops serve both private and business customers in the Netherlands and Belgium. Products are sourced from the largest distributors in the Benelux and delivered quickly from their own warehouses. Customer service is handled entirely in-house, supported by extensive product content and a high level of expertise within the team. Together, they offer more than 10,400 products from 140+ premium brands.

Unique selling points

The most important competitive advantage is the organic visibility built up over the years: approximately 80% of all website visitors arrive via Google, direct access, or referrals — without paid advertisements. All product pages feature unique, self-created content, ensuring strong rankings for relevant keywords and high barriers to entry for newcomers. Furthermore, both companies score excellently on customer satisfaction, with ratings well above 9 based on thousands of reviews. The combination of competitive pricing, extensive inventory, and substantive expertise makes the whole package difficult to replicate.

Other

The companies are particularly well-suited for a strategic buyer active in e-commerce, retail, or an adjacent sector seeking an immediately profitable acquisition with proven cash flow and significant growth potential. Consider expansion into Bol.com and Amazon, the use of Google Ads, or price comparison tools—channels that have remained completely untapped until now. A financial buyer or a buy-and-build platform in the e-commerce space also fits this profile well. The current owners are willing to manage a transfer period. Preference is given to full cash payment and a share transaction. Interested parties are requested to contact sander.scholten@overnameadvies.nl, after which information will be provided under an NDA.