

Profile number

110832

Premium laser salon Amsterdam. Adjusted EBITDA €104k, 5 growth pillars fully utilized

Located in

North Holland

Personal data

Sector

Retail non-food

Type of company

Hairdresser, personal care

Legal entity:

Sole Proprietorship

Type of transaction

Assets / liabilities

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

Strategic acquisition

Financial information

Turnover last financial year

€ 250.000 - € 500.000

Asking price

To be agreed

Earnings before taxes

€ 100.000 - € 250.000

Company history/background

UNIQUE ACQUISITION IN AMSTERDAM BEAUTY MARKET

The company is an established, profitable premium laser hair removal salon in Amsterdam Oud-West. The salon achieved an adjusted EBITDA averaging €104,500 over 2023–2024, achieved without active management. Five immediately actionable growth pillars are ready for an active new owner, which remain completely untapped to date.

Laserontharing

Unique selling points

The two best laser hair removal devices available on the market, combined with a premium look and a focus on quality over quantity.

Other

Five untapped pillars

Due to private circumstances, the pillars below have been identified but not addressed.

1. Treatment Room 3: The salon has three treatment rooms, only two are in use. The third can be activated immediately without renovation or additional rental costs. Capacity expansion of 50%.
2. Additional GentleMax Pro Plus treatments: In addition to hair removal, the existing GentleMax also supports pigmentation removal, vascular treatments, and skin rejuvenation. Currently unused.
3. Cross-sell: The returning customer base offers direct opportunities for additional zones and services
4. Product sales: No skincare is sold. A direct and high-margin channel that is fully open.
5. Additional practitioner: one of the two machines is idle for a large part of the days. The current staffing capacity (98 hours/week) is the bottleneck, not the space or the equipment. 1 additional FTE increases the capacity to approximately 138 hours/week and makes optimal use of the equipment investment.