

## Profile number

110865

## Franchise location in Rotterdam for takeover: well-performing retail store within an established formula.

### Located in

Netherlands

## Personal data

### Sector

Retail non-food

### Type of company

Bookstore

### Legal entity:

Other

### Type of transaction

To be determined

### Life phase enterprise

Full-grown

### Employees in FTE

< 5

### Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

## Financial information

### Turnover last financial year

€ 1.000.000 - € 2.500.000

### Asking price

€ 0 - € 100.000

### Earnings before taxes

Confidential

## Company history/background

This franchise location is situated in Rotterdam and is part of a nationally operating retail chain with a long history in the Netherlands (since 1868). The chain is widely represented with both company-owned and franchise locations and is known for its strong brand positioning in the everyday retail segment.

The business is offered on a franchise basis. This means that the entrepreneur is the independent owner of the

location but operates under an existing formula. In doing so, central support is utilized in the areas of purchasing, marketing, store automation, assortment policy, and operational guidance. This combines entrepreneurship with the security and structure of a proven retail concept.

The establishment focuses on the sale of a wide range of products in the non-food retail segment. This includes books, magazines, greeting cards, office supplies, paper goods, writing instruments, gift retail, and related products. In addition, supplementary services are often offered, such as parcel services and other customer-facing services that generate additional visitor traffic.

The combination of daily purchases, seasonal products, and gift items results in a stable and broadly diversified revenue base. The store serves both private and business customers in the Rotterdam region.

## Unique selling points

The strength of this location lies in the combination of a strong national brand and a well-positioned local store in a busy urban area. The formula offers recognition and trust among consumers, which directly contributes to customer loyalty and repeat visits.

In addition, the company benefits from economies of scale such as central purchasing conditions and national marketing campaigns. Moreover, its presence in a metropolitan environment ensures a high flow of passers-by and a diverse customer base. This makes the store relatively resilient within the competitive retail market.

## Other

This venture is interesting for both new and experienced entrepreneurs who wish to join a proven retail concept with guidance from the franchise organization. An affinity with retail, a customer-oriented approach, and entrepreneurship are important, as the entrepreneur plays an active role in the daily management of the store.

The combination of independence and franchise support makes this an accessible entry point into entrepreneurship within the retail sector. The buyer has the opportunity to immediately continue an existing, operational store within a structured franchise framework, with clear processes and support from the franchise organization.