

## Profile number

110878

## Unique opportunity on Vlieland

### Located in

North Netherlands

### Personal data

#### Sector

Retail non-food

#### Type of company

Mixed business

#### Legal entity:

Other

#### Type of transaction

To be determined

#### Life phase enterprise

Growing

#### 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

To be agreed

#### Earnings before taxes

€ 0 - € 100.000

### Company history/background

#### Special location

The location is a special one, namely on the Wadden Island of Vlieland. Vlieland has over 1,200 inhabitants and attracts around 175,000 tourists annually. A clientele with a holiday spirit who enjoy coming for a magazine, book, and/or souvenirs. Primera is the only point of sale for reading material and books on Vlieland, as well as the only PostNL point.

Given their age, the current owners have decided to sell their shop including the premises; this is a privately owned property, so it is not a rental. (The property also consists of an upstairs apartment of 125 m<sup>2</sup> with 3 bedrooms.)

The store has a sales floor area of 51 m<sup>2</sup>, which could potentially be expanded by extending the store. A Geldmaat ATM is also located in the store, so PostNL is also part of this store. Due to tourism, there is significant sales of high-margin items such as books and souvenirs. Additionally, about 40% of the profit currently comes from tobacco. This will eventually cease, but there are still opportunities here.

## Why is this a unique opportunity?

- **Unique entrepreneurship:** the formula cherishes independent entrepreneurship and believes that every location is unique, with the entrepreneur knowing the local market best.
- **Strong together:** Independent entrepreneurship goes hand in hand here with a strong national formula and agreements resulting from consultation with the members.
- **Benefits of collaborating:** As an entrepreneur, you benefit from over 1.2 million customers with the loyalty card, nationwide advertising campaigns, above-average profit margins, no franchise fees, and purchasing benefits distributed to franchisees.
- **Co-owner:** Upon joining, you purchase a share of €500 and become a co-owner, allowing you to participate in decision-making via the General Meeting.
- **In addition, you benefit from an extensive package of services, including store construction, marketing, purchasing, private labels, store automation, financing, and legal advice. Moreover, you receive guidance from a district manager.**