

**Profile number**

108698

**Specialist in Beton Ciré & Micro-Cement Supply and Applications****Located in**

Belgium

**Also interesting for this region (s)**

All of the country

**General information****Sector**

Construction

**Type of company**

Finishing companies

**Legal entity:**

Foreign legal entity

**Type of transaction**

Shares

**Life phase enterprise**

Growing

**Employees in FTE**

&lt; 5

**Type of buyer:**

- MBI candidate
- Strategic acquisition

**Financial information****Turnover last financial year**

Confidential

**Asking price**

To be agreed

**Earnings before taxes**

€ 0 - € 100.000

**Company history/background**

The company specializes in supplying raw materials for Beton Ciré applications (decorative concrete) for both residential and commercial markets. Beton Ciré is a waterproof concrete plaster with numerous possibilities, making it ideal for floors, bathrooms, furniture, and kitchens.

Additionally, the company offers a wide range of flooring products for both indoor and outdoor use, marketed under its own brand and private label.

Providing workshops for consumers and training sessions for professional applicators is also a key activity to ensure the correct application of its products.

The applications of concrete plaster are primarily found in:

- Floors: A versatile finish suitable for any room in homes, offices, and retail spaces.
- Bathrooms: Waterproof solutions for showers and bathroom furniture.
- Kitchens: A robust option for the entire kitchen, including countertops, cabinet fronts, and backsplashes.
- Furniture: A concrete look that gives furniture a contemporary and warm appearance.

In terms of clientele, 90% are private individuals and 10% are businesses, although the business market accounts for 40% of total revenue.

Orders are placed daily through phone, online platforms, or third parties such as BOL.com.

All products come with clear usage and processing instructions, including video tutorials.

Additionally, the company rents and sells tools and preparatory materials for application.

## Unique selling points

Unique and Distinctive Features:

- Proven and high-quality product.
- Lean and efficient organization: operates effectively with just 0.5 FTE.
- Proprietary recipes.
- Own showroom for showcasing products.
- Professional website with an extensive database.
- Easy-to-apply products, suitable for both professionals and consumers.

Opportunities and Challenges:

- Potential for scaling sales through targeted marketing efforts.
- Opportunity to license proprietary recipes to third parties.
- Development of new products, including "Private Labels" for the professional market.
- Collaborations with DIY retail chains to expand market reach.

## Other

The seller is highly driven but has been compelled to reduce or cease working due to health reasons.

His commitment to the business remains strong, and he aims to ensure a smooth and thorough handover. The

seller has expressed willingness to continue conducting workshops for private customers and training sessions for professional applicators.

The duration and compensation for this continued involvement will be determined in mutual agreement.