

## Profile number

110787

## E-Commerce Wholesaler of Kitchen Accessories

### Located in

Belgium

### Personal data

#### Sector

Wholesale

#### Type of company

FMCG

#### Legal entity:

Partnership

#### Type of transaction

Assets / liabilities

#### Life phase enterprise

Growing

#### Employees in FTE

< 5

#### Type of buyer:

- MBI candidate
- Strategic acquisition

### Financial information

#### Turnover last financial year

€ 250.000 - € 500.000

#### Asking price

To be agreed

#### Earnings before taxes

Confidential

### Company history/background

The proposition comprises a company that sells kitchen accessories under a well-known brand to private individuals, and for the past year, entirely via online sales and marketing. The company's assortment includes a diverse range of kitchen supplies and related items, such as various baking molds, scissors, kitchen utensils, storage items, and decorative items. The accessories under the company's brand are now used in many kitchens in the Benelux.

The company sells kitchen accessories to customers in the Benelux entirely via e-commerce, brand-oriented with a strong emphasis on sales/marketing. Last year, the company completely shifted its market approach to online sales and outsourced all logistical activities—not just shipping to the customer but also inventory storage—to a fulfillment center. As a result, the company no longer has any employees, and the owner handles only purchasing and administration for a few hours per week.

## Unique selling points

A very large proportion of the products are supplied under a brand owned by the company. The brand is registered and has become an indispensable part of many kitchens in the Benelux. The products distinguish themselves based on quality and packaging. The products are rated a score of 9 by customers based on overall performance.

## Other

There are various opportunities to further expand this company. First of all, there are excellent opportunities to expand the product range, for example with kitchen appliances. The company has access to purchasing markets where these related products are offered at very competitive prices and shipping costs. Moreover, the company has now also had the packaging for the current range developed in German, English, and French, in order to be able to offer the range in surrounding countries as well. Discussions with major online retailers, such as amazon.de, have already been initiated. The company realizes a high gross margin.