

## Profile number

110808

## Project Picea

### Located in

Belgium

## Personal data

### Sector

Retail food

### Type of company

Grocery store / food market

### Legal entity:

Other

### Type of transaction

Assets / liabilities

### Life phase enterprise

Full-grown

### Employees in FTE

5 - 10

### Type of buyer:

- MBI candidate
- Strategic acquisition

## Financial information

### Turnover last financial year

€ 2.500.000 - € 5.000.000

### Asking price

To be agreed

### Earnings before taxes

Confidential

## Company history/background

Project Picea concerns an established supermarket in East Flanders, operated under the brand name of a renowned supermarket chain. The company enjoys strong local roots and has a stable, returning customer base.

The store offers a wide range of daily food products, including general food, beverages, frozen products, fresh products, and non-food items. Picea distinguishes itself in particular through its strong fresh selection, including bread, vegetables and fruit, charcuterie, cheese, meat, and in-house preparations via the butcher's shop.

In addition, the store fulfills a clear neighborhood function thanks to supplementary services such as Lotto sales and a postal point. These extra services increase customer frequency and strengthen the store's position as a local point of contact for daily purchases and practical services.

The company is supported by the commercial and logistical structure of a larger supermarket organization, while