



## PROJECT OKO | TEASER

Family-owned private label  
retailer specialising in do-it-  
yourself interior design products  
seeks a strategic partner

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## Family-owned private label retailer specialising in do-it-yourself interior design products seeks a strategic partner

### Company description

The company's core activity is importing products under its own brand from Asia and selling them to customers through its webshops and showrooms in the Netherlands (headquarters) and Germany. The products focus on a niche in interior design within the do-it-yourself market and are exclusively sourced from quality manufacturers under its renowned brand. In total, the company has between 10 and 30 FTE employees across three locations in the Netherlands, Germany, and Asia. Operations are overseen by the owner, along with two branch managers. The company fosters a family-like culture.



### The company



#### Niche products

The company has a niche focus on interior design within the do-it-yourself market.



#### Strong own brand

The company only sells products of its own renowned brand, sourced from quality manufacturers only.



#### International presence

The company has its own presence in Asia, where it sources its products, and has showrooms for sales in its main markets (the Netherlands and Germany).



#### High customer satisfaction

Approximately 75% B2B and 25% B2C sales with the company receiving ratings between 4.7 and 4.9 out of 5 stars.



#### Stable financial performance

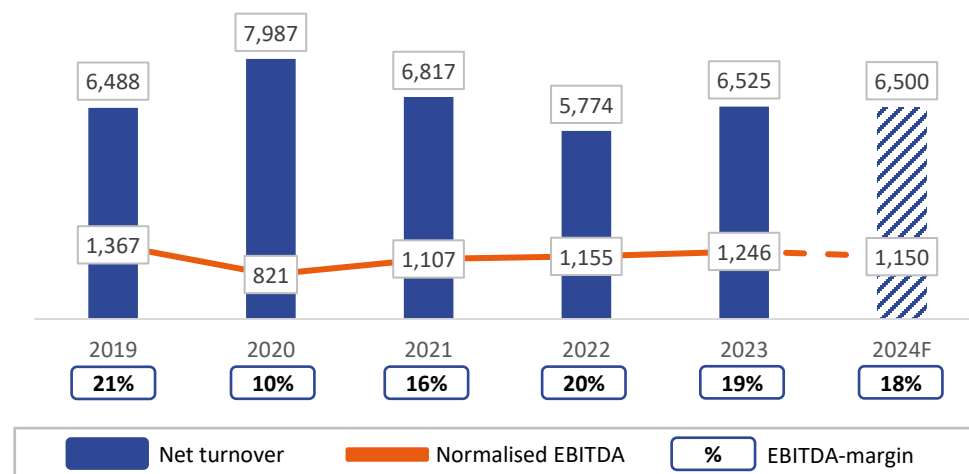
Even during turbulent times in recent years, the company has consistently performed well and remained financially healthy.

### Transaction rationale

The family-owned company has grown into a substantial and stable business over the past 25 years, increasingly focusing on its niche in interior design within the do-it-yourself market. The owner is now seeking a strategic buyer who can provide advantages and help take the company to the next level. The owner welcomes discussions on potential collaborations. Both the owner and his key employee are willing to stay on board after the transaction and are open to participating in it if desired.



### Financials (EUR x 1,000)



#### Stable financial performance during turbulent times

Revenue spiked in 2020 as the COVID-19 pandemic drove an increase in demand for DIY products. At the same time, profitability decreased due to higher container freight costs and a weakened USD-to-EUR exchange rate. The company increased its prices in 2021 in response to this to improve profitability. Following a dip in revenue in 2022 due to inflation, revenue has now returned to a stable level, consistent with historic levels.

# Contact



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