

PROJECT OKO | TEASER

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

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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 own renowned brand. In total, the company has 21 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

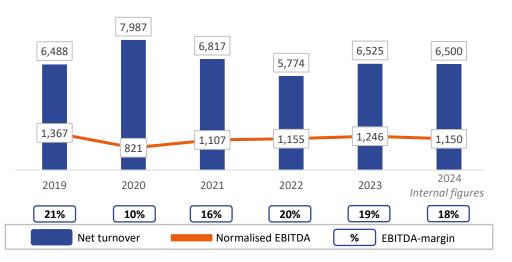
Even during turbulent times in recent years, the company has consistently performed well and remained financially healthy.

Transaction rationale

The family business has grown over the past 20 years into a substantial and stable company, increasingly focusing on its niche in interior design within the DIY market. Due to his age and lack of succession, the owner is now seeking a strategic buyer for the brand and its three strong teams in the Netherlands, Germany, and Asia. A larger organization within the DIY or interior design sector is preferred. Both the owner and his key employee are willing to stay on after the transaction and are open to reinvest 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.



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28 years of

> 300 professionals





> 120 transactions per year

