

Customer Id	62025
Corporate form	GmbH
Industry	E-commerce platform in the premium plumbing, building technology & heating sector
Location	Central Germany
Business operations	<p>E-commerce, online trade in the areas of plumbing, building technology & heating E-commerce in the premium sector of plumbing, building technology & heating. The company has successfully established itself on the market for more than two decades and continually sets the standard in online sales of sanitation products—as underlined by an impressive response from over 700,000 customers. The e-commerce company has consistently focused on premium items from German manufacturers. The range extends from toilet brushes to washbasin fittings, from shower heads to cisterns, from water filters to dosing systems. No forwarding goods such as gas boilers, heat pumps, bathtubs, shower cubicles or bathroom ceramics are delivered. ☐ Efficiency: Agile and secure business processes are ensured through established partnerships with companies such as DHL and PayPal. ☐ Simplicity: An intuitive, registration-free web shop, combined with efficient internal processes, ensures a clear competitive advantage. ☐ Price-performance ratio: Thanks to long-standing relationships and optimised processes, the company has positioned itself as a high-quality premium provider at competitive prices.</p>
History	The owner started his own business in 2000 and, due to the company's positive development, converted it into a GmbH in 2010.
Wealth	As part of a share deal, all the GmbH shares are to be transferred to a suitable buyer. The company has also built up significant stock levels for future growth, which will also be sold. The business property will be rented and includes additional capacity for future growth.
Development potential	The ongoing e-commerce boom, combined with specific, previously untapped growth potential, means the company is optimally positioned for a dynamic future. In addition, there are the significant stock levels that have already been built up, which would enable rapid scalability and market expansion.
Staff	A highly motivated team of 3 full-time employees and 3 mini-jobbers form the backbone of the company. Particularly noteworthy is the independent

management by the authorised representative, who brings the required vision and know-how for future company growth.

Customers	With a diversified sales model, the company generates 60% of its sales through its own web shop, supplemented by strategic sales via platforms such as Amazon and eBay.
Sales reason	Personal reasons
Company figures	Stable annual sales between €8.0 and 11.0 million and an attractive EBIT margin of between 6 and 10% are evidence of an efficient business model and a strong market position.
Sales conditions	Based on the earnings value calculation of the GmbH, the company's valuation is: €4,170,000.00 The managing partner would continue to be available under a consulting agreement for a transition period to be determined. However, in individual cases, longer-term support for the buyer, for example to increase the company's future growth potential, would be conceivable after consultation by means of a possible reinvestment.
Additional informations	Share Deal

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