

# The big business marketplace

Business for sale more than 15 years



ID 25665

## Offer Corporate sales, firm sales, sales **E-Commerce**

### COMPANY DESCRIPTION

The company is an established e-commerce company that has successfully positioned itself in online retailing over the last twelve years. The main focus is on the sale of merchandise, supplemented by occasional in-house products. With a comprehensive omnichannel strategy, the company sells its products via its own online stores as well as numerous marketplaces such as Amazon, Zalando, Otto and others. Thanks to exclusive supplier relationships, products are offered that are often difficult to access. The company sends up to 10,000 parcels a month and reached the 1,000,000 customer mark in 2024. The current annual turnover is around 3 million euros.

With a loyal customer base and steady sales growth, the company offers considerable potential for further growth and expansion.

### CORE COMPETENCIES AND USP's

Innovative business model: Benefit from a flexible e-commerce model that distributes retail and own products via our own online stores and leading marketplaces. Products are procured in line with demand, while bestsellers are available immediately.

Omnichannel strategy: We have interfaces to the most popular platforms

Strong customer base: Over 1 million satisfied customers - 70% B2C and 30% B2B - are proof of the company's market success.

Extensive product range: With around 90,000 products, which are constantly being expanded, the product range is broad and attractive.

Efficient controlling: Daily reports on contribution margins (DB1-4) guarantee precise management and transparent decision-making.

Automated pricing: The pricing process is fully automated in order to set and control competitive prices quickly and efficiently.

High level of digitalization: State-of-the-art IT infrastructure and a high-performance merchandise management system with integrated CRM ensure smooth customer service processes. Synchronization with manufacturer inventories is usually also available and offers a high level of delivery reliability.

Growth potential: A scalable business model that offers excellent opportunities for expansion into new markets and regions.

### FINANCIAL HIGHLIGHTS

Annual turnover 2024: approx. 3 million euros

The store can be operated well with 2 employees in the office due to its high degree of automation. According to DB3, it has generated around €300,000.00 in the last 12 months. The logistics costs were already fully covered here.

## ASSETS

Domains: Well-established online stores with high brand recognition.

IT infrastructure: Modern and scalable IT architecture that enables smooth processes.

High degree of digitalization through automation, which makes it possible to run the company with just a few employees

Customer data: Over 1 million customer data

Inventory: Approx. 200,000 euros in stock, which ensures immediate delivery capability.

## REASON FOR SALE

Due to personal changes and refocusing on other business projects, the company is being offered for sale. It offers enormous potential for strategic buyers or investors willing to drive growth further. The company is extremely exciting for both established companies looking to expand their market share and ambitious entrepreneurs, as it can leapfrog years of development work.

## SELLING PRICE AND MODALITIES

The offered sales price does not include the stock value of approx. 200.000,-€ (purchase value) and must also be purchased.

Post-sale support: We are ready to assist in the transition phase to ensure a smooth handover. It may also be possible to take over part of the team by arrangement.

## [Corporate sales](#)

Region 48, Germany

Entry in own name

More informations and contact

[www.biz-trade.eu/ma-25665.htm](http://www.biz-trade.eu/ma-25665.htm)