

E-COMMERCE BRAND IN HOME UND GARDEN

Short description:

Lean e-commerce retailer focused on the sustainable pest control and garden sector. Consistent 7-digit annual sales with healthy margins and great growth metrics.

SETUP  

FOCUS 

Product & market:

The company's product line consists of premium niche items that especially stand out due to their sustainability, barriers to entry and increasing market growth potential on Amazon, their own Webshop as well as numerous other possible sales channels. Outstanding supplier contracts allow an excellent cash-conversion cycle.

Reason for sale:

The company was bootstrapped by the founder building a healthy business which has shown growth for several consecutive years. Now he would like to hand over the mission of the company to someone who wants to continue its expansion. The founder is involved in several other e-commerce businesses he will dedicate his time to in the future.

Figures & data:

Revenue (net):	2021: 1,904.7 K €	2022: 3,798.8 K €	2023: 5,102.3 K €
Adjusted EBITDA:	2021: 340.0 K €	2022: 766.0 K €	2023: 1,258.8 K €
Adj. EBITDA margin:	2021: 17.9 %	2022: 20.2 %	2023: 24.7 %
YOY revenue growth:	2021: 5.4 %	2022: 99.4 %	2023: 34.3 %

Potentials:



SKU development & own production facility



Channel expansion to Otto, OBI, etc.

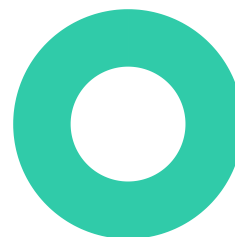


SEO efforts, Content & social advertising



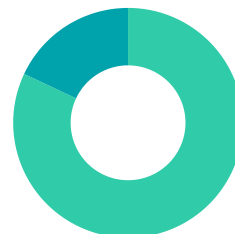
EU expansion CH, BLX, IT, FR, PL

Sales-Shares:



legend - sales per region:

 DACH: 100%



legend - sales per channel:

 Amazon: 81.6%

 Webshop: 18.4%

Offer requests:

We are looking for a market-standard based multiple evaluation on the adjusted EBITDA basis in the upper corridor (scalability, lean setup, excellent cash-conversion-cycle, etc.). We look forward to receiving an offer from the interested party.