

# E-COMMERCE BRAND IN DIY EQUIPMENT

## SHORT DESCRIPTION:

Lean e-commerce brand developer focused on Amazon and the DIY equipment industry. Consistent 7-digit annual sales with healthy margins and a great asset setup.

SETUP



FOCUS



## PRODUCT & MARKET

The customer's product portfolio consists of items from the screws-, chains- and metal-products sector. The market is in a stable growth and there are numerous strong channels with sales potential besides Amazon.

## FIGURES & DATA

PRELIMINARY FORECAST

|                     |               |               |               |               |
|---------------------|---------------|---------------|---------------|---------------|
| Revenue (net):      | 2021: 2,080K€ | 2022: 1,250K€ | 2023: 1,685K€ | 2024: 2,350K€ |
| Adjusted EBITDA:    | 2021: 415K€   | 2022: 379K€   | 2023: 407K€   | 2024: 543K€   |
| Adj. EBITDA margin: | 2021: 20%     | 2022: 30%     | 2023: 24%     | 2024: 23%     |
| YOY growth:         | 2021: 77%     | 2022: -40%    | 2023: 24%     | 2024: 39%     |

## REASON FOR SALE

The founder and operator has built up the project healthily over years with a lot of his own time and effort and would now like to hand it over to someone, as he would like to devote himself even more to his activity in the field of trading and also his family.

## POTENTIALS



EU expansion  
USA expansion



DSP marketing  
graphic optimization



Social-Media &  
Shopify store



Multichannel  
setup

## SALES SHARES



legend - sales per region:

- DACH: 68%
- EU w/o. DACH: 32%



legend - sales per channel:

- AMAZON: >99.9

## OFFER REQUESTS

We are looking for a market-standard based multiple evaluation (>2,5) on the adj. EBITDA basis in the standard corridor (scalability, lean setup, great history, etc.) plus valuable inventory exceeding the standard working capital structure. An up-front buyout focused offer is preferred. A vendor loan up to 200K€ is possible.