

Profile number

108295

Online retail - DAMAST kitchen knives - strong growth - good margins

Located in

Germany

Personal data

Sector

IT service

Type of company

E-commerce

Legal entity:

Limited Company

Type of transaction

Assets / liabilities

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 5.000.000 - € 10.000.000

Asking price

€ 2.500.000 - € 5.000.000

Earnings before taxes

€ 500.000 - € 1.000.000

Company history/background

/// INTRODUCTION ///

- Profitable e-commerce business for sale. The top products are unique DAMAST kitchen knives. Both individual knives and sets are sold. Options include a Damascus-look finish for a more affordable entry point or genuine DAMAST steel in the higher price segment. Expansion to include additional products is currently underway.

/// GENERAL INFORMATION ///

- Previous sales market: 99% DACH region
- High product quality and well-rated online

Many tasks are outsourced to external agencies, for example. The company is not heavily dependent on the founder.

- The company has recorded considerable sales and good EBIT margins over the past few years.
- Ongoing cooperation with a well-known advertising face as well as collaborations with NTV and well-known German-language formats have been agreed for 24/2025.
- Especially in times of rising advertising costs, this company offers p

/// SALES PROFITS ///

- Revenue 2022 = €5,600,000
- EBIT 2022 = €673,000
- Revenue 2023 = €5,185,000
- EBIT 2023 = €130,000
- Revenue forecast 2024 = €8,000,000
- EBIT forecast 2024 = €800,000
- Revenue forecast over the next 2/3 years = 15 million EUR

- NOTE: 2023 was considered an exceptional year due to restructuring and inventory shifts. Further details will gladly be provided upon request. Strong increases in both revenue and profits are expected again for 2024. The half-year results confirm these targets.

Other

/// REASON FOR SALE ///

- The owner, who is also the original owner and founder of the brand, intends to exit in order to devote his full attention to a new business model for which he has a greater passion.
- This is not a distress sale, as the company is very profitable in relation to the time invested and is experiencing strong growth rates.

/// IF INTERESTED ///

If interested, please send a message - asking price = 3.5 million EUR