

Profile number

108746

Specialist wholesaler for premium e-bikes/bicycles, e-mobility, accessories and spare parts

Located in

Lower Saxony

Personal data

Sector

Wholesale

Type of company

Sport and recreation

Legal entity:

Limited Company

Type of transaction

(Legal) merger

Life phase enterprise

Full-grown

Employees in FTE

10 - 25

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 5.000.000 - € 10.000.000

Asking price

€ 500.000 - € 1.000.000

Earnings before taxes

€ 250.000 - € 500.000

Company history/background

Hello, I would like to sell my wholesale business specializing in premium e-bikes/bicycles, e-mobility products, accessories, and spare parts. This will allow the business to continue growing.

Year of foundation of sole proprietorship: 2017

Conversion to GmbH in 2020

Sale: Price negotiable by arrangement.

Managing Director, 2-3 management levels present,

This can be kept or changed.

Sale of shares 75-100%

KEY FIGURES

- TOP 30 BIKE SHOPS IN GERMANY TOP 50 in EU.
- Sales area approx. 1200m² - rented area.
- SPECIALIST WHOLESALER ONLINE RETAILER FOR PREMIUM E-BIKES, BICYCLES, E-SCOOTERS, TWO-WHEEL E-MOBILITY
- SALES OF PREMIUM E-BIKES FROM TOP MANUFACTURERS IN THE INDUSTRY - UNIQUE BRAND PORTFOLIO WITH THE BEST PURCHASE PRICES + ACCESSORIES + SPARE PARTS, OTHER TWO-WHEEL MOBILITY SOLUTIONS FOR ALL AGE GRADES.
- SERVICE WORKSHOP

(approx. 2000 visitors) – ADDITIONAL SALES – VIA MULTIPLE MARKETPLACES

Multichannel distribution throughout Germany and the EU

- LARGE RETAILERS OUT OF OVER 350 RETAILERS ON THE MOST KNOWN BIKE PLATFORM IN EUROPE.
- PROFESSIONAL ONLINE MARKETING IN SEO + SOCIAL MEDIA (FACEBOOK+INSTA.)
- CENTRAL WAREHOUSE and LOGISTICS on SITE over 600m² of pallet racking with over 300 e-bikes and another 300 bikes in storage + STORE.
- DIGITALIZATION SWITCHED TO TRIDATA ERP + PLENTYMARKETS
- EXPANSION OF ONLINE SALES WITH MULTIPLE MARKETPLACES
- Additional company website for the local store is currently under development.
- E-BIKE RENTAL ON SITE with our own BIKE FLEET of approx. 60 bikes.

Bicycle and e-bike rental in cooperation with the city/district near Hanover

- Large companies/business partners – corporate leasing withand others large
- Pursue

Unique selling points

- THE BRANDS or as well as

The stores are already internationally known and can be expanded.
become.

•In particular, the brand names have contributed a great deal to this.

Potential, due to its English spelling and a
high recognition value, which makes this brand very valuable
might.

Further internationalization is already underway and can
to be continued.

•.....DE is already being planned as a new SHOPWARE 6 shop,
Mobility platform to improve international sales.

•Large selection of premium e-bikes, bicycles, e-scooters...

•THE BRAND PORTFOLIO IS UNIQUE, HIGH-QUALITY, DYNAMIC
BALANCED FOR YOUNG AND OLD.

•The brand offers a great deal of potential, also in relation to
multiple stores, either independently or as a franchise system.

Other

Further distribution channels are being planned.

•WEBSITE IS UNDER CONSTRUCTION =

•EXPANSION OF LOCAL SPECIALIST RETAILERS + SERVICES

•(For example: INSURANCE OFFERS which are already offered in the ONLINE STORE with 2 partners.)

•BUILDING CARGO/E-BIKE CARGO BIKES/TRAINS/TRICYCLES
CENTER

• EXPAND CORPORATE LEASING

•SPECIAL E-BIKE SERVICE/MAINTENANCE/PREMIUM PACKAGES
INSTALL

•Rental/subscription of any e-bike is possible

•BETTER INSURANCE AND FINANCING OPTIONS
OFFER

•HOLDER OF SEVERAL INTERESTING TRADEMARK RIGHTS AND
DOMAINS

•AND MUCH MORE –FURTHER INFORMATION AVAILABLE UPON REQUEST-.

Last year's revenue was approximately 7 million euros.

Profit for the last 3 years, approximately €250,000 each year.