

Profile number

110243

Business succession in Berlin: Established specialist retailer for electronics and household appliances with showroom + city warehouse

Located in

Berlin

Personal data

Sector

Retail non-food

Type of company

Electrical goods

Legal entity:

Partnership

Type of transaction

To be determined

Life phase enterprise

Full-grown

Employees in FTE

10 - 25

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

Confidential

Asking price

€ 250.000 - € 500.000

Earnings before taxes

Confidential

Company history/background

For sale is a family-owned and operated retail and service company specializing in electronics and household appliances in **Berlin** (2nd generation), established in **1969**. The company is regionally well-established and combines traditional brick-and-mortar retail with a modern pick-up and logistics concept. The owner wishes to hand over the business, as additional resources and fresh impetus are needed for its next stage of development.

The company operates **two locations** in Berlin:

1. **Expert showroom offering comprehensive advice** : classic brick-and-mortar sales with individual consultation as well as complementary services related to delivery, connection/installation and service.
2. **City warehouse (collection point)** : fast, uncomplicated product availability for collection and short-term delivery. Target groups include private customers as well as B2B-related customer groups (e.g., tradespeople, property management companies, caretakers, project managers for smaller projects).

Sales mix (rough distribution):

- approximately **15% nationwide online**
- Approximately **35% regional online** (leads customers to the showroom or to collection/delivery)
- Approximately **50% are traditional brick-and-mortar showroom customers**.

Unique selling points

- **Dual format** : Combination of a showroom offering extensive consultation and a readily available pick-up/logistics hub city warehouse
- **Digital customer access** : over **20,000 opt-in customers** and over **5,000 app customers**
- **Well-established organization with a second level** : Deputy for the stationary area and head of e-commerce; training company
- **In-house delivery and service teams** : operational implementation of delivery, connection/installation and minor service work.
- **Recurring bonus/cooperation payments** (standard in the industry) that lead to seasonal peaks in earnings; transparently representable via normalization/run rate.

Other

The owner is currently still active, but works with clearly delegated responsibilities. A **handover/consulting period of 3–6 months** after the takeover is possible.

Desired buyer:

- Strategic entrepreneur/investor who wants to be involved in operations
- Successful service companies that want to vertically integrate sales/logistics/trade

- Pure online providers seeking a physical footprint including pick-up/same-day service.
- MBI candidates (employed executives with takeover ambitions)

Confidentiality notice: Detailed information (name, exact addresses, documents, financial data package) will be provided after a **non-disclosure agreement (NDA)** .