

Profile number

66260

Export of German products to China

Located in

Bavaria

Personal data

Sector

Wholesale

Type of company

FMCG

Legal entity:

Limited Company

Type of transaction

Assets / liabilities

Life phase enterprise

Full-grown

Employees in FTE

5 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

Confidential

Asking price

To be agreed

Earnings before taxes

Confidential

Other

Business concept:

The business concept involves exporting German products such as chocolate, alcoholic beverages, water filters, and dairy products to China under the "Bayern" brand. The goal is to establish a platform for German products in China.

Unique selling point:

In Bavaria, the term "Bayern" is synonymous with Germany; these brands are worth their weight in gold. In China, the brands operate through existing, long-term, and reliable partners. For German retailers and brand manufacturers, selling in China is a lucrative business.

Customers and partners:

Partners include importers such as Qiu Xue Jun.

The customers in China include both large-scale buyers (B2B) and online customers (B2C).

Sales and Marketing:

The distribution channel to and within China is tried and tested and secure. Experience has shown that we have excellent control over the entire process, from purchasing to sea transport, customs clearance in China, etc.

Market (volume and forecast):

The Chinese market has great potential for German products.

Management & Team:

The initiator is a German citizen of Chinese origin. There are also two other employees in the company. The initiator in China is a long-standing business partner.

To cover start-up costs in Germany and achieve higher margins, an equity stake is offered. Investment options are negotiable.