

Profile number

110226

Plant Nutrition / Plant Fertilizer

Located in

Netherlands

General information

Sector	Type of company
Retail non-food	Webshop
Legal entity:	Type of transaction
Limited Company	Shares
Life phase enterprise	Employees in FTE
Starting	< 5
Type of buyer:	
Strategic acquisition	

Financial information

Turnover last financial year	Asking price
Confidential	€ 0 - € 100.000
Earnings before taxes	
Confidential	

Company history/background

Set up in late 2023 and launched in 2025, the brand was built to participate in the ever expanding home growth market. While most plant nutrition looks like it belongs in a dusty factory, we wanted to create something for the current and new generation of growers—people who care about great results but also want a brand that looks good and feels easy to use. We've spent the last year getting everything 'ready to roll': high-quality formulas, a rock-solid supply chain, and a professional webshop. The heavy lifting is done, the first happy customers are in, and now it's time for someone with more time to take this brand to the next level

The company operates as a digital-first (D2B and D2C) brand specializing in premium plant nutrition and biostimulants. Primary activities include:

- **E-Commerce Excellence:** Managing a high-conversion, multi-language Shopify store serving the NL, EN, and DE markets.
- **Product Strategy:** Curating a portfolio of 33+ SKUs, including specialized liquid nutrients, boosters, and innovative 'Starter Kits' designed for high average order value.
- **Supply Chain Management:** Overseeing a lean operational model where production and bottling are outsourced to a trusted partner, allowing the business to operate without the need for expensive machinery, large warehouses, or production staff.

Unique selling points

- **Plug & Play:** This is a total 'turnkey' setup. Branding, legal stuff, and recipes are all finished. You can literally start scaling today.
- **Fresh Branding:** Our look is modern and accessible. It's a 'lifestyle' brand that stands out in a market full of old-fashioned competitors and resonates with the market.
- **Ready for the 'Boom':** With new laws in Germany and the growing 'grow-your-own' trend in NL, the shop is perfectly timed and already translated to capture this massive audience.
- **Stress-Free Scalability:** Because our production is outsourced, you can grow as big as you want without ever needing to buy a single bottling machine yourself.

Other

The business is super lean and flexible. No long leases, no big staff costs, and you can run it from your laptop anywhere in the world.

Who are we looking for? We're looking for someone with an entrepreneurial spirit and a knack for (digital) marketing. This is the perfect match for:

- **The Marketing Pro:** Someone who knows how to use Social Ads or SEO to turn our 'Proof of Concept' into a market leader.
- **The Community Builder:** Someone who loves the 'home growth' niche and knows how to talk to hobbyists and influencers.
- **The Growth Specialist:** Someone who sees the potential in the German market and wants to jump in while the timing is perfect.

The only reason we're selling is that our other businesses are exploding and we simply can't give this brand the love it deserves. It's a 'gespreid bedje' (a made bed) ready for someone to jump in