

Profile number

110675

International company in sporty car accessories – e-commerce driven**Located in**

Netherlands

Personal data**Sector**

Wholesale

Type of company

Car and vehicle accessories

Legal entity:

Other

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

€ 1.000.000 - € 2.500.000

Asking price

€ 2.500.000 - € 5.000.000

Earnings before taxes

€ 500.000 - € 1.000.000

Company history/background

This company is a leading manufacturer of TÜV-certified car accessories for the international automotive aftermarket. With a strong brand identity, proprietary product development, and sales in more than 90 countries, the company serves both dealers and end consumers through an advanced multilingual webshop available in eight languages.

Bizalia

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As an internationally operating manufacturer of private-brand car accessories, the company is strongly e-commerce oriented. The organization features fully automated and efficient order, inventory, and logistics processes. With over 5,000 SKUs in stock and almost immediate delivery capability, the company distinguishes itself through operational efficiency, customer convenience, and rapid worldwide shipping. The business operates largely independently from the owner and requires minimal staffing.

Unique selling points

Unique strengths include high product quality (TÜV/GOCA certifications), strong innovation capabilities, in-house brand and private label production, an efficient eight-language webshop, an excellent price-performance ratio, and direct worldwide dropshipping.

Other

The company represents an outstanding buy-and-build platform or strategic acquisition opportunity for parties active in e-commerce, the automotive sector, and/or the car accessories wholesale industry. Significant growth potential lies in reactivating trade fairs and revitalizing the international dealer network.