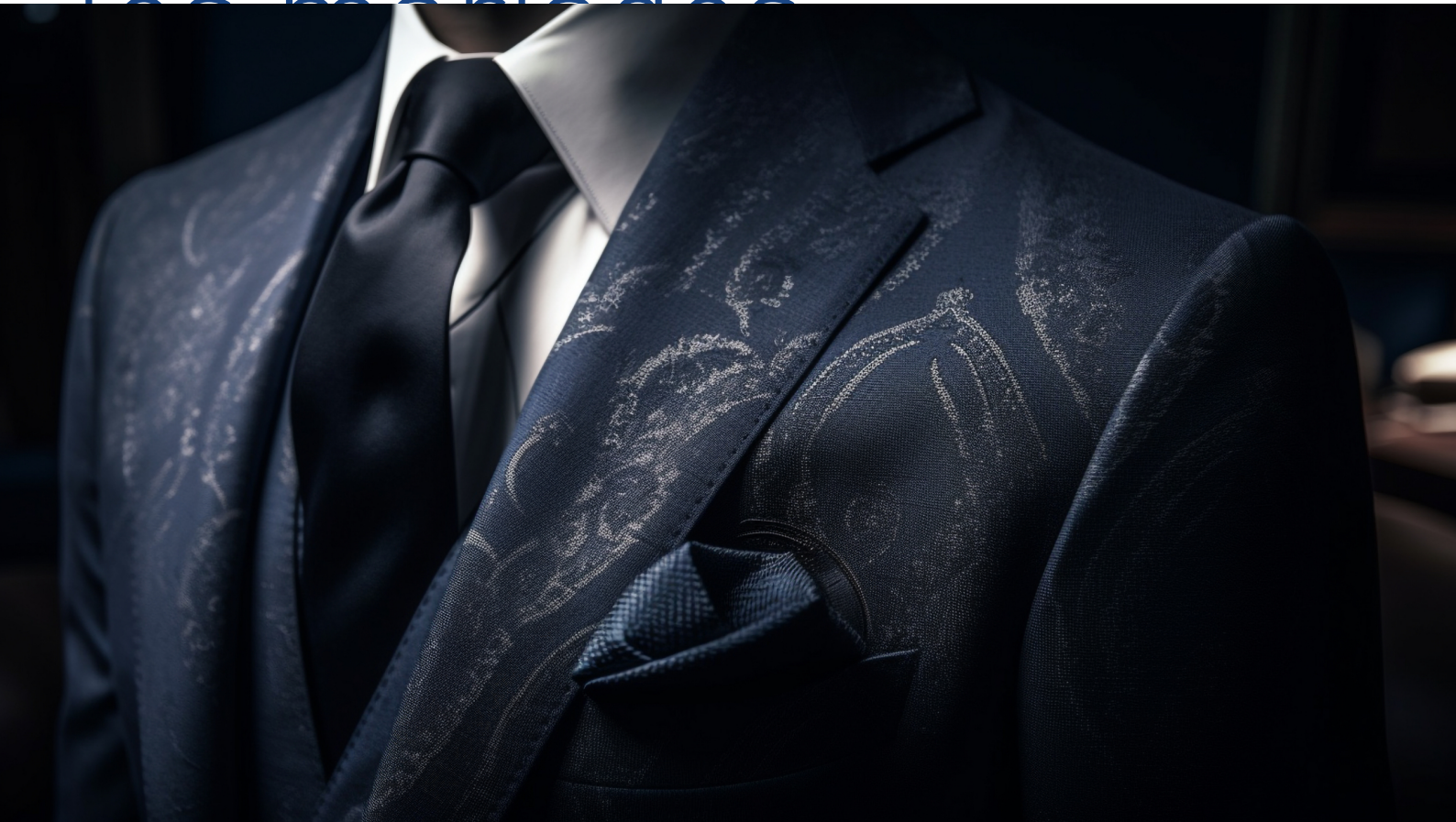


Une marque de vêtements de cérémonie historiques vieille de 30 ans pour les mariages



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L'entreprise a été fondée il y a 30 ans et dispose actuellement d'une marque de vêtements bien établie sur le marché portugais. Il propose des vêtements pour les occasions festives telles que les mariages et les baptêmes, ainsi que quelques lignes décontractées. La marque propose des vêtements pour tous les styles, tous les sexes et tous les âges, en garantissant toujours la qualité maximale de ses produits.

L'activité a connu une croissance significative en volume, avec des augmentations de 77 % en 2021 et de 57 % en 2022, dépassant les niveaux d'avant la pandémie.

Au premier trimestre 2023, les ventes ont augmenté de 28 % par rapport à la même période de l'année précédente.

Le magasin est stratégiquement situé dans l'un des centres commerciaux les plus importants, les plus diversifiés et les plus fréquentés du pays.

En 2022 et au début de 2023, le magasin s'est classé parmi les 10 % des points de vente les plus performants du centre commercial en termes de chiffre d'affaires.

Les possibilités d'expansion sont importantes, car le modèle d'entreprise est facilement modulable en raison de la forte reconnaissance de la marque sur le marché. L'équipe de direction a identifié l'ouverture de nouveaux sites dans d'autres régions du pays comme un mouvement stratégique clé.

La marque s'adresse principalement aux clients du marché national et des pays PALOP (pays africains de langue portugaise).

Il s'agit d'une entreprise financièrement stable qui a passé la phase COVID relativement bien, bien qu'elle ait été fermée pendant quelques mois. Covid a prouvé que la marque était différente et a réussi à rester à flot pendant cette période difficile. Le concept a été testé, fonctionne et est extensible.

Raison de la vente : Le propriétaire souhaite prendre sa retraite

TARGET PRICE

\$ 1,500,000

GROSS REVENUE

\$ 2,043,401

EBITDA

\$ 532,184

BUSINESS TYPE

Détaillant de Mode

COUNTRY

Portugal

BUSINESS ID

L#20250909

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