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Fournisseur historique d'extensions Magento et Shopify pour le commerce numérique

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TARGET PRICE
$ 18,500,000

GROSS REVENUE
$ 8,900,000

EBITDA
$ 2,700,000

BUSINESS TYPE
Logiciels et SAAS

COUNTRY
Royaume-Uni

BUSINESS ID
L#20250962

Un des principaux fournisseurs de solutions dans l'écosystème Adobe Commerce (Magento). Présente sur le marché depuis 15 ans, l'entreprise propose plus de 300 extensions et solutions Magento 2. Elle compte plus de 20 000 clients et a mené à bien plus de 1 700 projets. L'entreprise est reconnue comme un choix de premier ordre pour les extensions Magento 2 et occupe la première place en termes de ventes parmi ses concurrents directs.

Position sur le marché

Le marché des applications de commerce numérique connaît une croissance significative en raison de l'expansion continue du commerce électronique. Adobe Commerce (Magento 2) occupe une position de leader parmi les plateformes de commerce numérique (DCP), étant 1,8 fois plus populaire que son concurrent le plus proche. La société opère sur ce marché en pleine croissance en tant que fournisseur clé d'extensions pour la plateforme Adobe Commerce et conserve une position de premier plan parmi les développeurs d'extensions Magento.

Diversification géographique et de la clientèle

L'entreprise sert une clientèle mondiale diversifiée. Les ventes proviennent principalement d'Europe (47%) et d'Amérique du Nord (35%), la répartition des clients étant similaire (Europe 54%, Amérique du Nord 29%). La base de clientèle couvre diverses catégories de produits, la mode et l'habillement représentant 20 %, la maison et le jardin 13 %, et les autres styles de vie, l'informatique et l'électronique 10 % chacun.

Modèle d'entreprise et stratégie

Le modèle d'affaires se concentre sur la fourniture d'une solution complète aux clients, y compris les extensions et les mises à niveau par abonnement, la personnalisation, les optimisations, les intégrations, la maintenance, le support et la sécurité. L'entreprise travaille activement à l'amélioration de son taux de rétention en deuxième année, qui s'est considérablement amélioré pour atteindre 59 % en 2022 et 64 % en 2023.

Initiatives de croissance

L'entreprise poursuit plusieurs stratégies de croissance, notamment :

Croissance organique de Magento

Tirer parti de la croissance annuelle constante de 10 à 15 % de Magento grâce à son modèle d'abonnement et à sa position de leader sur le marché.

Expansion vers Shopify

Développer des plug-ins pour exploiter la plateforme de Shopify, qui connaît une croissance plus rapide, axée sur les PME, et qui augmente de 20 à 25 % par an. Depuis août 2023, l'entreprise a enregistré une croissance substantielle du nombre d'utilisateurs sur des plateformes alternatives telles que Shopify et Wix.

L'entreprise est située en Europe (pas au Royaume-Uni).

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