

Furniture Production Business





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A consolidated business, having a presence of 10 years on the market of serial manufacturing of PAL furniture and MDF. The differentiating element is given by the value proposition that this business presents to its customers: Personalized services and modular products that meet any demand in any space. The production is carried out in a rented facility, with a firm contract for a period of 5 years, whilst the relationship with the customers is managed mostly online, through its own website and Facebook page. Sales channels are both own and indirect, through key partners (eMag, Vivre), with whom the company is working with since 2016.

The business deals with the production custom chipboard furniture pieces for any space, need and aesthetic preferences. From small furniture to 220 cm pieces, customers can choose to furnish their living room, bedroom, hallway, office or kitchen.

- The production processes are fully automated, with a high throughput, which allows a high volume of finished pieces to be produced in a very short time. The manufacturing of customised furniture, particularly large pieces (specific to a dressing room, for example) is an important asset of this business;
- Being able to offer to the customers consultancy services was, from the beginning, a cornerstone of the business, based on personal or online support, through the digital communication channels
- Selling online through its own website or through eMag, Vivre platforms;
- Packing with all hardware and assembly instructions, delivery in parcels, in kit form (Ikea type), and transport of parts to the customer, with nationwide coverage.

Tangible assets are made up of production-specific equipment and machinery, some of which are listed:

- circular for cutting
- cant application machines
- multiple drill with 4 working groups
- CNC drilling machines

Its own fleet of cars consists of 3 Ford vans of 3.5 tons, all purchased new. At the time of the business analysis, the fourth car purchased will soon complete the fleet.

TARGET PRICE

EUR 1,200,000

GROSS REVENUE

902348

EBITDA

264892

BUSINESS TYPE

Furniture, Manufacturing

COUNTRY

Romania

BUSINESS ID

L#20230550

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