

School Bag Production Company





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The company is the market leader in production and distribution of Pre-school bags, School Bags, Sport bags etc, in Europe.

Founded in 1965 as a private family business, the company has evolved into a market leader in the production and distribution of a variety of products. Over the years, the company has grown dynamically, establishing a strong presence in the industry. Today, the team consists of 160 skilled professionals who continually enhance their expertise in areas such as production, logistics, finance, sales, and marketing.

The company is currently offering up to 100% ownership, presenting a unique opportunity for investment in a leading European manufacturer. The facilities include a modern production plant equipped with state-of-the-art machinery and tools, along with dedicated administration and logistics buildings covering a total area of 10,000 sqm.

The primary markets, which generate the bulk of the revenue, include Germany, Switzerland, Slovakia, Estonia, Croatia, Hungary, Austria, Slovenia, and Serbia. Notably, the top-selling product category is school bags, accounting for 14.85% of total production and 37.29% of the revenue.

The diverse product portfolio includes school bags, preschool bags, rucksacks, pencil cases, sneaker bags, rain protection bags, bicycle bags, and more. Furthermore, the Company possess full development, design, molding, sampling, preparation, production, packaging, stocking and logistic of its products.

The company serves a wide range of international markets, including Germany, Mongolia, the UK, Hungary, Poland, Austria, Russia, China, Norway, Switzerland, Romania, Ukraine, New Zealand, Greece, Azerbaijan, Latvia, Estonia, Lithuania, Serbia, Croatia, Bosnia & Herzegovina, and Bulgaria, primarily through wholesale distributors.

In 2022, 90% of total revenue was generated from sales in foreign markets, while 10% came from local market sales. The company's financial performance includes a sales revenue of EUR 4.53 million and an EBITDA of EUR 1.19 million, reflecting a robust EBITDA margin of 25.45%. Revenue increase in the period from 2018 to 2022 is + 48% and EBITDA increase in the period from 2018 to 2022 is + 55%.

TARGET PRICE

EUR 6,000,000

GROSS REVENUE

4530000

EBITDA

1190000

BUSINESS TYPE

Manufacturing

COUNTRY

Serbia

BUSINESS ID

L#20240708

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