

30 anni di storia del marchio di abiti da cerimonia per matrimoni





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L'azienda è stata fondata 30 anni fa e attualmente è un marchio di abbigliamento affermato nel mercato portoghese. Offre abbigliamento per occasioni festive come matrimoni e battesimi, oltre ad alcune linee casual. Il marchio offre abbigliamento per tutti gli stili, i generi e le età, garantendo sempre la massima qualità dei suoi prodotti.

L'attività ha registrato una crescita significativa dei volumi, con aumenti del 77% nel 2021 e del 57% nel 2022, superando i livelli pre-pandemia.

Nel primo trimestre del 2023, le vendite sono aumentate del 28% rispetto allo stesso periodo dell'anno precedente.

Il negozio si trova in una posizione strategica in uno dei centri commerciali più importanti, diversificati e ad alto traffico del paese.

Nel 2022 e all'inizio del 2023, il negozio si è classificato nella top 10% dei punti vendita più performanti del centro commerciale in termini di vendite.

Esiste una forte opportunità di espansione, in quanto il modello di business è facilmente scalabile grazie all'elevata riconoscibilità del marchio sul mercato. Il team di gestione ha individuato nell'apertura di nuove sedi in altre regioni del paese una mossa strategica fondamentale.

Il marchio si rivolge principalmente ai clienti del mercato nazionale e dei paesi PALOP (paesi africani di lingua portoghese).

Si tratta di un'azienda finanziariamente stabile che ha superato la fase COVID in modo relativamente agevole, nonostante sia stata chiusa per alcuni mesi. Covid ha dimostrato che il marchio era diverso ed è riuscito a rimanere a galla in questo momento difficile. Il concetto è stato testato, funziona ed è espandibile.

Motivo della vendita: I proprietari desiderano andare in pensione

TARGET PRICE

\$ 1,500,000

GROSS REVENUE

\$ 2,043,401

EBITDA

\$ 532,184

BUSINESS TYPE

Rivenditore di moda

COUNTRY

Portogallo

BUSINESS ID

L#20250909

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