

Marca de roupas cerimoniais históricas para casamentos com 30 anos de existência





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A empresa foi fundada há 30 anos e atualmente tem uma marca de roupas estabelecida no mercado português. Ela oferece roupas para ocasiões festivas, como casamentos e batizados, bem como algumas linhas casuais. A marca tem roupas para todos os estilos, gêneros e idades, garantindo sempre a máxima qualidade de seus produtos.

O negócio teve um crescimento significativo no volume, com aumentos de 77% em 2021 e 57% em 2022, superando os níveis pré-pandêmicos.

No primeiro trimestre de 2023, as vendas aumentaram 28% em comparação com o mesmo período do ano anterior.

A loja de varejo está estrategicamente localizada em um dos centros comerciais mais proeminentes, diversificados e de alto tráfego do país.

Em 2022 e no início de 2023, a loja foi classificada entre os 10% dos pontos de venda de varejo com melhor desempenho do shopping center em termos de vendas.

Há uma grande oportunidade de expansão, pois o modelo de negócios é facilmente escalonável devido ao alto reconhecimento de mercado da marca. A equipe de gerenciamento identificou a abertura de novos locais em outras regiões do país como um movimento estratégico importante.

A marca tem como alvo principal os clientes do mercado doméstico e dos PALOPs (países africanos de língua portuguesa).

É uma empresa financeiramente estável que passou pela fase da COVID com relativa tranquilidade, apesar de ter sido fechada por alguns meses. A Covid provou que a marca era diferente e conseguiu se manter à tona durante esse período difícil. O conceito foi testado, funciona e pode ser expandido

Motivo da venda: Os proprietários desejam se aposentar

TARGET PRICE
\$ 1,500,000

GROSS REVENUE
\$ 2,043,401

EBITDA
\$ 532,184

BUSINESS TYPE
Varejista de moda

COUNTRY
Portugal

BUSINESS ID
L#20250909

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