

Marca histórica de ropa ceremonial para bodas con 30 años de antigüedad



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La empresa se fundó hace 30 años y actualmente tiene una marca de ropa consolidada en el mercado portugués. Ofrece ropa para ocasiones festivas, como bodas y bautizos, así como algunas líneas informales. La marca tiene ropa para todos los estilos, sexos y edades, garantizando siempre la máxima calidad de sus productos.

El negocio experimentó un crecimiento significativo en volumen, con aumentos del 77% en 2021 y del 57% en 2022, superando los niveles anteriores a la pandemia.

En el primer trimestre de 2023, las ventas aumentaron un 28% respecto al mismo periodo del año anterior.

La tienda está estratégicamente situada en uno de los centros comerciales más destacados, diversos y con mayor tráfico del país.

En 2022 y principios de 2023, la tienda se situó entre el 10% de los comercios de mayor rendimiento del centro comercial en términos de ventas.

Existe una gran oportunidad de expansión, ya que el modelo de negocio es fácilmente escalable debido al gran reconocimiento de la marca en el mercado. El equipo directivo ha identificado la apertura de nuevos locales en otras regiones del país como un movimiento estratégico clave.

La marca se dirige principalmente a los clientes del mercado nacional y de los países PALOP (países africanos de habla portuguesa).

Es una empresa financieramente estable que superó la fase COVID con relativa facilidad, a pesar de llevar cerrada unos meses. Covid demostró que la marca era diferente y consiguió mantenerse a flote durante esta época difícil. El concepto se ha probado, funciona y es ampliable

Motivo de la venta: Los propietarios desean jubilarse

TARGET PRICE

\$ 1,500,000

GROSS REVENUE

\$ 2,043,401

EBITDA

\$ 532,184

BUSINESS TYPE

Minorista de moda

COUNTRY

Portugal

BUSINESS ID

L#20250909

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