

Distinctive Interior Design - TEASER

Case Number: VBS0809

INTRODUCTION

The company is a niche trading and service enterprise, with a diverse range of products developed over the years and exclusively distributed through the company's own channels.

The company offers end-to-end solutions and transforms ideas into fully realized and operational products that meet stringent client requirements. The company is involved in the project from the initial design phase to the final installation process, serving as the project leader from start to finish.

To provide these comprehensive solutions, the company relies on partners for tasks such as installation and project management for larger projects. As a result, strong relationships have been established with suppliers, allowing the company to focus on its core expertise of understanding client needs and designing functional workspaces.

The client base spans a wide spectrum of sectors, including hospitals, universities, and private companies, all of which require functional work areas.



Location

The company is situated in the region of Zealand.

Marketing

The company's website serves as a crucial source of information for clients, making it the most important aspect of their marketing efforts. Therefore, ensuring high visibility on Google is a top priority.



Customers

The company serves a diverse group of clients, effectively mitigating industry-specific risks on revenue.



MARKET

The market is currently experiencing growth, driven by an increasingly diverse customer base. More clients are demanding specialized solutions to meet their individual needs, resulting in a positive trend for the company.

The industry's competitiveness is relatively limited, with three main competitors. Each competitor has distinct characteristics, with some focusing primarily on large projects and others targeting the international market.

The company has been able to position itself advantageously, thanks to its strong expertise. As a result, it enjoys high client loyalty, ensuring a continuous revenue stream.

ACQUISITION RATIONALE

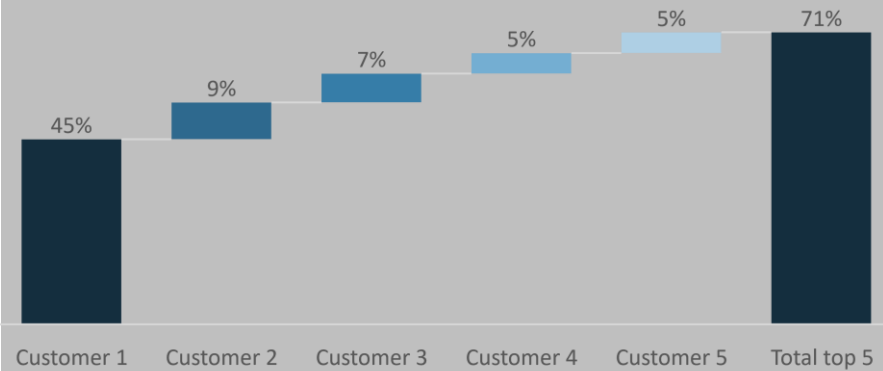
The company has generated success from multiple key factors, including:

- **Branding:** All products feature the company name, providing significant brand recognition in the market.
- **Specialized Solutions:** The ability to provide high-quality solutions that meet individual customer requirements plays a pivotal role in securing clients.
- **Partnerships:** By engaging in collaborations, the company can focus on areas where their competitive advantage lies.

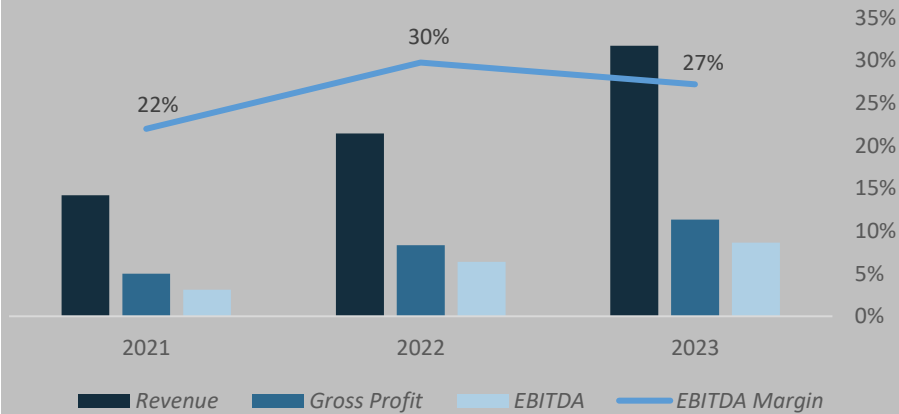
Additionally, the company offers high growth potential, with opportunities to penetrate a larger proportion of the public sector or diversify the portfolio to cater to a broader customer base.

KEY FIGURES

TOP 5 CUSTOMERS



KEY FINANCIAL HIGHLIGHTS



Disclaimer

The present teaser has been prepared by M + A Virksomhedsbørsen A/S following discussions with the company's owner, information from the company's accounts, and publicly available information.

Further information or sharing of the complete prospectus requires the signing of a non-disclosure agreement (NDA).

For interest in receiving the complete prospectus or for further inquiries regarding the matter, please contact **Helle Ghodt** at helle.ghodt@m-plus-a.com or **+45 30 80 85 20**.