

# Deal Teaser



Submitted by	Firm
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Jurisdiction	Title
Romania	Deal Teaser - Acquisition Opportunity for Distribution of Healthy Foods, Snacks & Supplements - Romania
Deadline	Distressed Companies
N/A	No
Sector	Active Regions
Food	Bulgaria & Poland
Do you have a direct mandate from the buyer?	# of Employees

No

1-10

### Main Products

Company's main products are:

- Healthy foods, snacks, drinks, supplements and accessories;

### Legal Constraints

N/A

### Business Description & Market Information

This is a rare opportunity to acquire a fast-growing and well organized distribution company in a niche sector with further well-identified growth prospects. Starting in 2016 the company has developed relationships with worldwide top brands in the sector of healthy foods, snacks, drinks, supplements and accessories. It is now distributing its products through several sales channels including retail key accounts, specialized retail networks, a large online retailer, and online with a B2C presence, while a B2B export effort recently started.

### Additional Information

#### FURTHER RAPID GROWTH OPPORTUNITIES

Buyer will have significant opportunities to rapidly grow the business, starting immediately by :

- further developing its presence in key accounts by (i) optimizing existing key accounts, and (ii) adding other key accounts
- keep growing the company's online presence ;
- develop private label products;
- expand the product portfolio;
- further develop exports.
- implement sales and marketing strategy and initiatives

#### SALES CHANNELS

Sales channels include large retail key accounts, extensive networks of convenience outlets and specialized sports facilities networks. Exports to Bulgaria and Poland started in 2020. In the online space the company operated brand-specific sites. Finally, the company wholesales products to EMAG, the largest online retailer in Romania, who then retails them to its large online customer base.

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