

# Entreprise de production de meubles





## Entreprise de production de meubles

Une entreprise consolidée, présente depuis 10 ans sur le marché de la fabrication en série de meubles PAL et MDF. L'élément différenciateur est donné par la proposition de valeur que cette entreprise présente à ses clients : des services personnalisés et des produits modulaires qui répondent à toute demande dans n'importe quel espace. La production est réalisée dans une installation louée, avec un contrat ferme d'une durée de 5 ans, tandis que la relation avec les clients est gérée principalement en ligne, à travers son propre site Internet et sa page Facebook. Les canaux de vente sont à la fois propres et indirects, via des partenaires clés (eMag, Vivre), avec lesquels l'entreprise travaille depuis 2016.

L'entreprise s'occupe de la production de meubles en panneaux de particules sur mesure pour tous les espaces, besoins et préférences esthétiques. Du petit meuble aux pièces de 220 cm, les clients peuvent choisir de meubler leur salon, leur chambre, leur couloir, leur bureau ou leur cuisine.

- Les processus de production sont entièrement automatisés, avec un débit élevé, ce qui permet de produire un grand volume de pièces finies dans un délai très court. La fabrication de meubles sur mesure, notamment de pièces de grandes dimensions (spécifiques à un dressing par exemple) est un atout important de cette activité ;
- Pouvoir offrir aux clients des services de conseil était, dès le début, la pierre angulaire de l'entreprise, basée sur un accompagnement personnel ou en ligne, à travers les canaux de communication numériques.
- Vendre en ligne via son propre site Internet ou via les plateformes eMag, Vivre ;
- Emballage avec toute la quincaillerie et notice de montage, livraison en colis, en kit (type Ikea), et transport des pièces chez le client, avec une couverture nationale.

Les immobilisations corporelles sont constituées d'équipements et de machines spécifiques à la production, dont certains sont répertoriés :

- circulaire pour couper
- machines d'application de dévers
- exercice multiple avec 4 groupes de travail
- Perceuses CNC

Sa propre flotte de voitures est composée de 3 fourgons Ford de 3,5 tonnes, tous achetés neufs. Au moment de l'analyse commerciale, la quatrième voiture achetée viendra bientôt compléter la flotte.

### TARGET PRICE

EUR 1,200,000

### GROSS REVENUE

902348

### EBITDA

264892

### BUSINESS TYPE

Fabrication, Mobilier,  
Fabrication, Mobilier

### COUNTRY

Roumanie

### BUSINESS ID

L#20230550

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