ID 27246

Offer Corporate sales, firm sales, sales

Care Care Products

Confidential Sales Exposé
Premium Automotive Care Brand with Established Online Shop and GmbH for Sale
Company Profile

A fully established e-commerce company in the attractive premium automotive care segment is offered for sale. The company provides a buyer with the opportunity to acquire an already developed brand, including existing infrastructure, a professional online presence, and an exclusive product portfolio.

The transaction includes the existing German GmbH free of liabilities, the professionally developed online shop, the trademark registered with the German Patent and Trademark Office (DPMA), as well as the complete business concept and operational foundation.

Brand & Market Positioning

The brand is positioned in the premium automotive care market and stands for high-quality vehicle care products combined with a professional brand identity and strong recognition value.

The brand name was deliberately chosen and represents a distinctive brand element with high memorability. It provides an excellent foundation for further expansion through e-commerce, retail partnerships, and B2B distribution channels.

Products & Quality

The product portfolio includes premium solutions for:

Paint care
Glass care
Wheel care
Plastic and tire care
Interior care
Premium microfiber towels
Accessories and product sets

The liquid care products are exclusively manufactured in Germany (Made in Germany) for the brand and distributed solely under the brand name. The premium microfiber towels are produced in Europe and underline the high-quality positioning of the product range.

Business Model & Growth Potential

The company offers an attractive product calculation with potential margins of approximately 400–500%, providing an excellent foundation for further growth and

expansion.

Significant growth opportunities include:

Expansion of online sales channels
Further development of marketplace strategies
Partnerships within the automotive sector
B2B distribution to dealerships, workshops, and professional detailers
Social media and influencer marketing
Expansion into additional markets

The brand is fully established and ready for immediate continuation and further scaling by a new owner.

Ideal Buyer Profile

The acquisition is particularly suitable for:

Entrepreneurs and investors
Automotive companies
Vehicle care and accessory providers
E-commerce companies
Trading companies seeking strategic expansion

The buyer acquires a ready-to-operate business model with an established brand identity, product portfolio, and existing infrastructure.

Scope of Transaction

The sale includes, among other assets:

German GmbH without liabilities
Registered trademark
Online shop
Product portfolio
Existing supplier structures
Brand identity and business concept
Existing inventory (subject to agreement)

A structured handover and onboarding support can be provided if required.

Purchase Price & Contact

The purchase price and transaction terms are negotiable.

Further detailed information, financial data, and business documents will be provided to qualified interested parties after signing a Non-Disclosure Agreement (NDA).

Corporate sales
Region 49, Germany
Entry in own name

More informations and contact
www.biz-trade.eu/ma-27246.htm