

E-Commerce shop for young families



Photo by Juan Cruz Mountford on Unsplash

1. Current situation and strategy:

Our partner is specialized in the e-commerce sector.

The focus lies on young families. Besides electronic, toys, layettes and baby toys, they also offer cosmetics, dietary supplements, clothes and household goods. The products are placed in the online shop in a very colorful and well-arranged layout.

Differently from other known platforms, the shop principally offers goods in the middle price range and also high-quality products for the daily use and is very useful for the Sunday afternoon family shopping from the couch. With the headquarter in a mayor East European city the online shop does not only resells third-party products, but also high-quality own brands, into 14 countries of the European Economic area.

In the last couple of years our partner increased the turnover by approximately 150% and the profitability increased up to a 4% margin of EBITDA. In 2019 we seek an annual turnover of 50 million.

In detail the shop is planning to reach these targets by expanding the product portfolio by acquisition and expansion of private labels of high quality in weak market segments. For both sides an attractive deal will be defined that will foster sustainable interest of potential consumers.

Customer reviews of Trusted Shop and Amazon show a ranking of 93 to 94% percent customer satisfaction, several products are already promoted by Instagram Influencers.

The operational business is easily scalable and categorially balanced. A maximal delivery time of 5 days is assured.

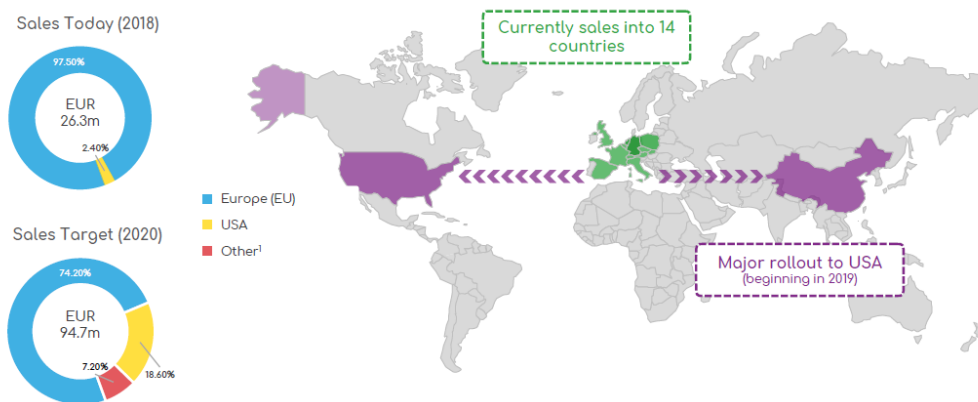
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2. What type of financing is needed?

For the expansion of the business model an investment capital of 10 million is needed in the next 18 months.

The financing is especially needed for the enhancement of the product portfolio, the improvement of the AI processes and a market expansion to China and the USA.

According to our forecast the financing will increase sales income up to 50 million.



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