

意大利老牌工业与消费化



MERGERSCORP

公司是意大利一家历史悠久的特种化工产品生产商和经销商，拥有植根于战后工业发展的悠久传统。

经过几十年的发展，公司已成为公认的市场参与者，在多个应用领域提供全面的优质解决方案组合。

公司非常注重内部生产、运营效率和客户满意度，将传统专业技术与不断创新相结合，将自己定位为专业客户和零售客户值得信赖的合作伙伴。

1. 市场地位稳固

- 运营历史悠久，在意大利具有很高的品牌知名度
- 跨地区的忠实和多样化客户群
- 始终如一的产品质量和可靠性的良好记录

2. 纵向一体化生产模式

- 超过90% 的产品由内部制造
- 全面控制整个价值链（配方 → 生产 → 分销）
- 确保质量一致性和利润优化

3. 广泛而多样化的产品组合

全面的解决方案包括

- 表面处理（石材、大理石、瓷砖和工业材料）
- 清洁和洗涤剂
- 下水道清洁剂和除垢解决方案
- 泳池维护化学品
- 油漆和涂料

4. 强有力的竞争定位

- 产品种类丰富，SKU 剪度高
- 价格具有竞争力，剪价比高
- 独特的品牌和产品设计

5. 稳定和可扩展的业务模式

- 拥有长期关系的重复客户群

TARGET PRICE

\$ 4,500,000

GROSS REVENUE

\$ 5,100,000

EBITDA

\$ 0

BUSINESS TYPE

制造业

COUNTRY

意大利

BUSINESS ID

L#20261029

- 多渠道分销（B2B 批发、零售网络）
- 拓展地域和产品线的机会

公司通过全面整合的制造和分销模式运营，并得到以下方面的支持

- 内部研发和产品开发
- 高效的生产流程
- 在意大利全国建立分销网络
- 与批发商和零售合作伙伴保持良好关系

主要收入驱动因素：

- 产品种类丰富，可满足多种用途
 - 客户保留率高，重复订单多
 - 不断创新产品和扩大产品组合
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- 高度纵向一体化（内部制造）
 - 产品范围广泛，覆盖多个终端市场
 - 强大的客户忠诚度和品牌声誉
 - 灵活的生产能力可提供量身定制的解决方案
 - 始终专注于质量和创新
-
- 拓展新的地域市场（欧盟及其他地区）
 - 进一步发展自有品牌/B2B 合作伙伴关系
 - 产品线的扩展和创新
 - 加强数字和电子商务渠道

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