

# 産業・消費者向け化学ソ



**MERGERSCORP**

当社は、戦後の産業発展に根ざした長年の伝統を持つ、イタリアの老舗特殊化学製品製造販売会社である。

数十年にわたり、同事業は市場で認知される企業へと発展し、複数の応用分野にわたって高品質なソリューションの包括的ポートフォリオを提供している。

自社生産、業務効率、顧客満足に重点を置き、伝統的な専門知識と絶え間ない革新を融合させ、プロフェッショナルおよび小売業の顧客にとって信頼できるパートナーとしての地位を確立している。

#### 1. 確立された市場プレゼンス

- イタリアでのブランド認知度が高い。
- 複数の地域にまたがる忠実で多様な顧客基盤
- 安定した製品の品質と信頼性の実績

#### 2. 垂直統合生産モデル

- 製品の90%以上を自社生産
- バリューチェーン全体にわたる完全なコントロール（処方→生産→流通）
- 品質の一貫性とマージンの最適化を確保

#### 3. 幅広く多様な製品ポートフォリオ

包括的なソリューション

- 表面処理（石材、大理石、タイル、工業材料）
- クリーニングと洗剤
- 排水管洗浄剤とスケール除去剤
- プール・メンテナンス用薬品
- 塗料とコーティング

#### 4. 競争力のあるポジショニング

- 豊富な品揃えとSKUの深さ
- 価格対品質比の高い競争力のある価格設定
- 個性的なブランディングと製品デザイン

#### 5. 安定的でスケーラブルなビジネスモデル

#### TARGET PRICE

\$ 4,500,000

#### GROSS REVENUE

\$ 5,100,000

#### EBITDA

\$ 0

#### BUSINESS TYPE

製造業

#### COUNTRY

イタリア

#### BUSINESS ID

L#20261029

- 長期的な関係を持つリピーター顧客ベース
- マルチチャネル流通（B2B卸売、小売ネットワーク）
- 地理的および製品ライン拡大の機会

当社は、完全に統合された製造・流通モデルを通じて事業を展開しており、以下のよう  
な支援を受けている：

- 社内研究開発および製品開発
- 効率的な生産プロセス
- イタリア全土に確立された販売網
- 卸売業者や小売業者との強い関係

主な収益ドライバー：

- 複数のユースケースに対応する幅広い製品カタログ
  - 高い顧客維持率とリピート・オーダー
  - 継続的な製品革新とポートフォリオの拡大
- 
- 高度な垂直統合（自社製造）
  - 複数の最終市場をカバーする広範な製品群
  - 強い顧客ロイヤルティとブランド評価
  - オーダーメイドのソリューションを可能にする柔軟な生産能力
  - 品質と革新への一貫したフォーカス
- 
- 新たな地理的市場への進出（EUおよびそれ以外）
  - プライベートブランド／B2Bパートナーシップのさらなる発展
  - 製品ラインの拡張と革新
  - デジタルおよびeコマース・チャネルの強化

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