

Situation

- Regional B2B wholesaler of Home Improvement supplies serves clients across 5 channels: large DIY-chains, specialist Wholesale & Trade, Professional End-Users, Other Non-Food Retail, and E-Commerce
- Currently owned by a Private Equity fund, intention to sell

Actions Proost Ventures

- Define correct segmentation of wholesaler's product and client assortment to fully understand market drivers, pricing, trends, growth, and risks
- Lay-out the market size, market attractiveness and key drivers for the core segments
- Analyse the sustainability and profitability of the current distribution channels (both sourcing and selling)
- Compare competitors' business models, growth, market share, margins, and product assortment to target in order to assess competitive positioning of target
- Assess the revenue plan in comparison to market and competitive development and individual product and sales initiatives at existing and new clients
- Analyse strengths and weaknesses of target

Project Results

- Successfully performed buy-side Commercial Due Diligence in 2 weeks (excluding interviews)

Home Improvement Supplies

- NL in B EUR , 2004-2015 -

