

Situation

- Regional provider (Benelux and Germany) of Industrial Services (plant maintenance, turnarounds & shutdowns) for Chemical, Oil & Gas, Pharmaceutical, and Process industry
- Currently owned by a Private Equity fund, intention to sell

Actions Proost Ventures

- Define correct segmentation to fully understand market drivers, pricing, (outsourcing) trends, growth, and risks
- Lay-out of market size, market attractiveness and key drivers by segment for core markets Benelux and Germany
- Assess the long term future of refineries and (petro)chemical companies in Europe given trends in regulation, labor and energy costs, environmental cost
- Determine client purchasing criteria in different segments
- 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 (based on customer, competitor, and expert interviews)

Project Results

- Successfully performed buy-side Commercial Due Diligence in 3 weeks (including interviews)

Industrial services in (petro)chemical and pharmaceutical industry

- B, NL, DE in B EUR and %, 2014 -

