

Project Example – Private Equity

Commercial Due Diligence – Organic food

Situation

- Regional provider of organic packaged food (both brand and private label) to specialty trade and supermarkets
- Owned by CEO, intention to expand abroad. Mid-Cap food specialist PE fund wants to buy majority.

Actions Proost Ventures

- Assess target's market and brand positioning (based on expert and B2B customer interviews)
- Determine market size and growth (both historical and projected) of organic foods in selected countries by product segments, sales channel, and price segment
- Detailed product segment-, SKU-, sales channel-, and brand analysis of target, competitors, and market
- Determine purchasing criteria of B2B customers, evaluation target and main competitors
- Benchmarking, profiling, and segmentation of relevant local and international competitors and take-over targets
- Evaluate growth potential and assess business plan vs. market, competitive development, and int'l growth plan

Project Results

- Successfully performed buy-side Commercial Due Diligence in 3 weeks (incl. physical + online store checks and expert & competitor interviews)

Organic Food revenues by Distribution Channel
- France, M EUR and %, 2014-2019-

