

Situation

- Van Assendelft-Hollander Bogaert (VAHB) is a leading Dutch wholesaler of camping and outdoor material
- Owned by manager-founder family, who wants 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 market size, market attractiveness and key drivers for core segments. Value chain profit analysis.
- Assess sustainability and profitability of current distribution channels (both sourcing and selling)
- Determine market size and growth of Dutch market for Camping & Outdoor materials
- Evaluate growth potential by product line, by distribution channel, and by geography.
- SWOT analysis of target (by product and channel)

Project Results

- Successfully performed buy-side Commercial Due Diligence in 2.5 weeks
- KeBeK Private Equity acquires VAHB in Q1 2019

Yearly Sales Caravans & Campers – EU

- In '000 units, 2008-2017 -

