

Situation

- Borek is a leading designer, manufacturer, wholesaler and retailer of high-end outdoor furniture.
- Owned by CEO Frank Bogaers. KeBeK Private Equity wants to acquire majority share.

Actions Proost Ventures

- Lay-out process of new collection design & product category management, assess the importance and lifecycle of new collections
- Assess the brand value and positioning of the brands Borek®, Max&Luuk and Yoi vs. competitors
- Market size & growth (past & projected) of Outdoor furniture in W-Europe by segment (market model)
- Identify purchasing criteria of B2B customers (specialist store and project business)
- Current status and development of Borek’s customer base incl. share of wallet and upselling potential
- Assess growth opportunities in business plan incl. int’l expansion and distribution channel strategy

Project Results

- Successfully performed buy-side Commercial Due Diligence in 2.5 weeks (incl. client interviews)
- KeBeK acquires Borek in November 2020.

Outdoor furniture consumption by segment - Western Europe, 2019A -

