## **Private Equity**

# **Commercial Due Diligence – Outdoor furniture**

#### **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 -

**Segments Distribution channels**  Specialist outdoor furniture stores Specialist furniture / high-end decoration stores High-end garden centers (limited) Premium Specialist outdoor furniture stores Mid-(Independent) general home & decoration stores range Mid-end garden centers Do-It-Yourself stores Furniture chains Low-end Supermarket / Hypermarket Online stores



Source: Project Experience Proost Ventures