



Data-driven wholesaler of hydraulic products is looking for a growth partner

PROJECT PLAUSTRUM

Teaser

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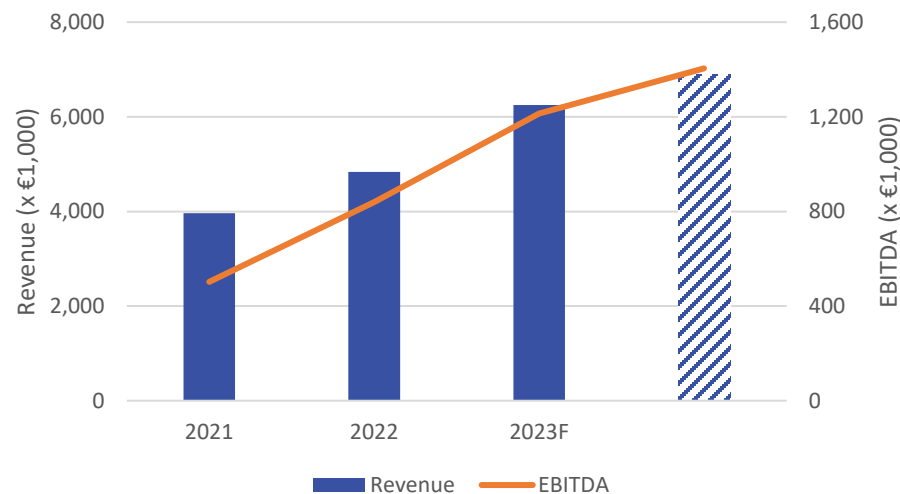


DATA-DRIVEN WHOLESALER OF HYDRAULIC PRODUCTS IS LOOKING FOR A GROWTH PARTNER

Investment considerations

- 1 Data-driven business processes:** The company adopted multiple software systems in recent years which has led to fast-flowing operations with minimal error margins.
- 2 Technical expertise:** With over two decades of experience selling hydraulic parts, the company provides excellent assistance to its clients.
- 3 Product range:** The product range consists of over 10,000 products from over 40 brands.
- 4 Scalable concept:** The company's warehouse has an automated order intake system and offers plenty of storage space for further growth.
- 5 Market leader:** The company is one of the largest players in terms of market share within its niche sector.

Revenue and EBITDA 2020 - 2023F



Transaction rationale

The entrepreneur has developed the company into a market-leading B2B wholesaler of hydraulic products. The company sells its products via both online and offline channels with a robust infrastructure to handle a high volume of orders. It is a leader in the areas of data-driven order picking and processing, and a partner could maximize this capacity by increasing marketing efforts and targeting new customers.



Activities

The company supplies the full range of hydraulic parts required for the operation of specific heavy machinery, with one of its key strengths being its technical expertise. The company's team of experienced engineers can provide advice and support to customers on the selection, installation, and maintenance of hydraulic products.



Growth opportunities

- Geographic expansion: The data-driven sales method could be relatively easily implemented abroad.
- Online advertising: Online traceability could be improved by increasing, for example, SEA expenses.
- Online store expansion: Advertising the full product range via its online store.



Organisation and location

- The company operates a warehouse in the Netherlands and employs 8-12 people.
- Because the company's business processes are primarily automated, the company has a large order-handling capacity.

Contact



27 years of experience



+ - 185 professionals



(Inter)nationally active in all sectors



Averaging 150 transactions per year



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