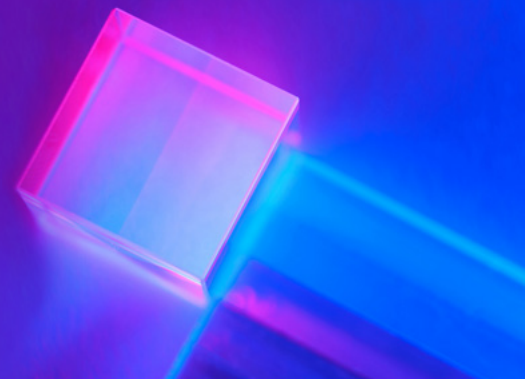




# Commercial Due Diligence

Uncover the true value of your company  
or the target's commercial potential  
underpinning the equity story  
KPMG Commercial Due Diligence

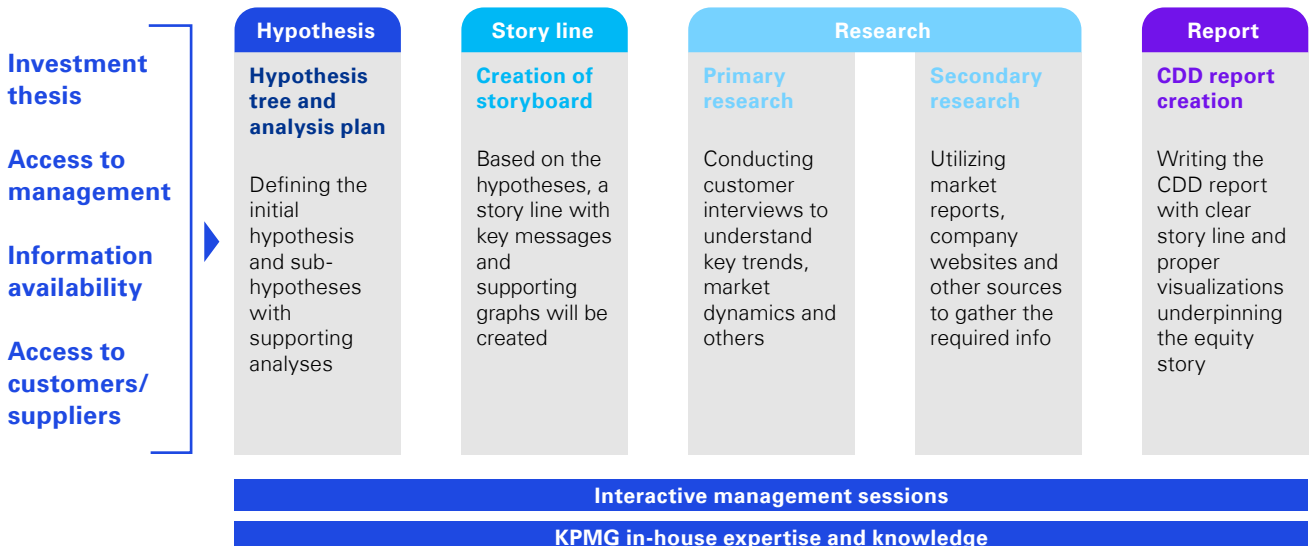


Companies are increasingly looking for (in)organic growth opportunities to maintain their competitive edge and create shareholder value but encounter different bottlenecks to assess the strategic fit and commercial attractiveness

-  New emerging trends impacting business model
-  Changing demographics and channel dynamics
-  Quality of customer base and solutions
-  Growth potential and key future revenue drivers
-  Changes in market and competitive dynamics
-  Underperformance against targets and peers
-  Changes in regulation impacting price and margins
-  Market size and market growth

**Our approach will enable buyers to have a clear understanding of the position of the seller to make a well-informed purchasing decision**

Our framework is designed to support our clients to create a complete and objective view of the target company's competitiveness, positioning in the market, industry dynamics, market strengths, commercial performance, potential risks and opportunities, and viability of the business plan in order to support the decision-making process.



## Benefits and differentiators of KPMG's Commercial Due Diligence approach and methodology

### How KPMG can assist?



#### Cross-border collaboration

The Belgian team closely collaborates with the Dutch Deal & Growth strategy team and in total consists of more than 40 professionals having performed ~100 CDD engagements over the past 5 years



#### Expertise and knowledge

We are strong sector specialists and publish thought leaderships on various themes across industries and can leverage the knowledge of our global network



#### Partnering

Throughout the duration of the project, we hold partnering with management in high regard as alignment with management and other key stakeholders is instrumental to facilitate an efficient and effective due diligence process



#### Integrated solution

KPMG offers the opportunity for an integrated report comprising different types of due diligences including commercial, financial, legal, IT and Tax



#### Fast, result-oriented output

As the due diligence process involves a sale or purchase, strict deadlines are inherent, in which KPMG is able to deliver a fast – and result-oriented output

## What's in the box?

Full-fledged commercial due diligence report covering different sectors and typically including various topics such as:

- Business overview
- Market size and underlying dynamics
- Competitive landscape
- Commercial performance
- Business plan assessment
- Synergy analysis

Our approach focusses on different aspects on the above topics, addressing queries such as:

- What are the current and future revenue drivers?
- Is the target operating in a growing -, neutral – or declining market?
- Which market developments are expected to occur impacting the business-as-is?
- How does the target differentiate and position itself compared to its key competitors?
- How is the company acquiring and retaining its customer base?
- Which initiatives are planned to substantiate the projected business plan growth?

## Our recent credentials

- Buy-side CDD in the (plastic) waste recycling sector for a corporate client
- Vendor CDD within the retail space for a lighting solutions provider active in Western Europe
- Buy-side CDD of a translation company active in the Benelux for a private equity company
- Vendor due diligence for a medical distribution company active in the Benelux and France with a turnover of ~€100m

## Contact



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