

CASE STUDY

PANDRIKS

The case of Pandriks and Bio Breadness
and how they use the Performance Monitor



A INSIGHTS

CASE STUDY PANDRIKS

“The Performance Monitor gives us two important advantages. First of all we now can better anticipate competitor moves in our strategy and second, the insights give us more power and confidence in conversations with our customers. That is why we use the data of A-INSIGHTS at almost all of our key decision moments,” Andreas Swoboda.

With the help of the A-INSIGHTS Performance Monitor our customers gain insight into the market in which they operate, to determine the strategy for the future on that basis. We do this for the entire Agri-Food industry: from vegetable seed breeders to meat product producers, including Pandriks.

We interviewed Andreas Swoboda, as Managing Director he is responsible for Bio Breadness, a 100% subsidiary of Pandriks, based in Germany. We want to know about his company and how he integrates the insights from our Performance Monitor into his strategic decision-making process.



ANDREAS SWOBODA

Managing Director of Bio Breadness/Pandriks

ABOUT PANDRIKS

Located in Meppel, The Netherlands, Pandriks focuses on the frozen bake-off segment. The company uses a unique artisanal industrial production process, which takes 28-30 hours for each bread and eliminates the use of preservatives and emulsifiers. Pandriks was founded in 2012 and nowadays realizes a turnover of €66.5 million with 117 employees.

Pandriks underscores the value of specialization and added value. The company focuses solely on the bake-off segment and also disposed their milling and toast activities in 2020. Compared to the bakery industry Pandriks realizes very health margins, with an %EBIT of 5.1% and an EBITDA of 12.3%.

+7.0%
Growth

5.1%
EBIT margin

ADDED VALUE

PLANNING THE NEXT STEP

"We are a fast-growing company. It's important to look at figures and see in which direction our competitors are moving. Based on that information, **we plan new investments.**"

END OF THE YEAR

"We use the tool at the end of the year to **discuss performance.** Not only with management, but also with staff, finance, and sales departments."

PRICE DISCUSSIONS

"When I prepare for conversations with retailers, I want to know about my competitors. Not just by being in stores, **I need to understand what is going** on to be a good retail supplier. That's when I look deep into numbers."

BE IN THE KNOW

Pandriks wants to be in the know about the latest market developments. That was the main reason to start working with the Performance Monitor. Swoboda: "In Germany, the quality of market data is quite good. The key though, is to look at the financial statements in the right way. That is where A-INSIGHTS comes in. A trained eye and reliable, clear and up-to-date information. In the beginning I was a little critical about that last part. It's a typical problem in Germany that companies open their books so late that you can only find old numbers. But for the last two years A-INSIGHTS surprises me every time with how quickly they get current figures out of our company. And from our peers."

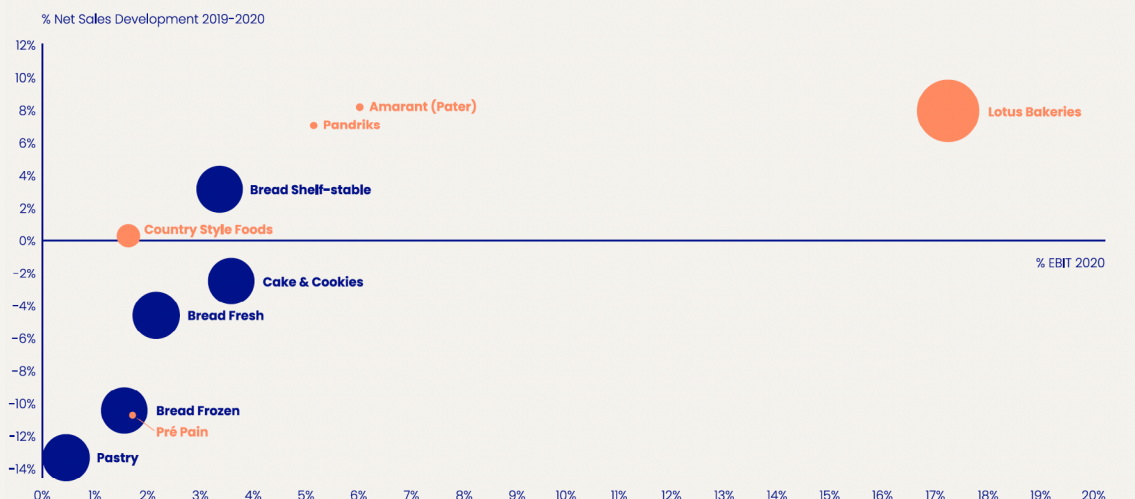
Insight into the competition

The [Performance Monitor](#) provides an objective measure of your business by comparing your performance with similar companies. This allows you to see in which areas you are doing well and where you need to focus on improvement. At Pandriks they even use it to look at their own performance first.

Swoboda: "When I look at the performance of Pandriks and Bio Breadness with the Performance Monitor, I get a different picture. It's like an outside-in perspective."

"After that I look at our competitors and how they are acting: what are their prices? What is their reach? What are their profits and losses? Have I overlooked some important moves in the market as a whole? That's my essential input for decision-making."

THE PERFORMANCE
MONITOR GIVES
YOU AN **OUTSIDE-IN**
PERSPECTIVE OF
YOUR COMPANY



/ PERFORMANCE QUADRANT OF THE EUROPEAN BAKERY INDUSTRY 2020

Competitive Advantage

In a rapidly evolving industry, the capability to use data in a way that is beneficial for your company will help you stay relevant and win in the marketplace. The Performance Monitor helps Pandriks with that. The tool provides insights into who is winning and who is losing in their market – and why – by looking at various financial KPIs.

Swoboda: "Benchmarking gives us a competitive advantage. It allows us to better anticipate competitor moves in our strategy, and the insights give us more power and confidence in conversations with our clients. We really have the advantage of being able to base our decision on those numbers. Moreover, we now have figures for several years, so I can really look at the development over more than one period. That's perfect for my job."

NOW WE HAVE THE ADVANTAGE OF BEING ABLE TO
BASE OUR DECISIONS ON NUMBERS INSTEAD OF
FEELINGS.

Do you also want to better anticipate competitor moves in your strategy? Find out how the Performance Monitor can help you! Schedule a **call** or request our free **demo**.

MAIN BENEFITS OF WORKING WITH A-INSIGHTS ACCORDING TO PANDRIKS

- An outside-in perspective of our own company and translation into actionable insights
- Know where we stand in comparison to our competitors
- Objective insights and enriched information to help the development of strategic goals

ARM YOUR ORGANIZATION AGAINST ASSUMPTION **BE IN THE KNOW**

For anyone making key decisions, gut instinct no longer cuts it. You need fact-based insights to plan ahead, be accountable, and provide the best guiding strategy.

The A-INSIGHTS Performance Monitor incorporates objective insights based on publicly available market data into your decision-making processes. Empower your perspective with answers to three essential questions:

- / **How am I performing compared to my direct peers?**
- / **Who are winners and losers in my market, and why?**
- / **How is my industry performing?**

The Performance Monitor is always up to date, comprehensive, easy to use, and catered to strategic decision makers and their key moments of truth. We do the data work, so you can focus on achieving impact with the insights they bring forward.

KEY BENEFITS

- All your competitors (up to 50) in one overview
- Access benchmarks that show who's winning and who's losing
- Compare your company against competitors and the industry averages
- Use reports and exports designed for strategic meetings
- Weekly newsfeed on industry highlights
- Stay up-to-date with automatic updates and push notifications
- Have 24/7 access to your personal dashboard

LET'S START NOW

Schedule a **DEMO** or give us a **CALL**

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