



PARTNERS IN MARKETING

May 2010 – PIM develops business plan for VVBHUSAN

VVBHUSAN is a Dutch wholesaler in paint, wall coverings and equipment. The company has been a valued partner for professional painters and decorators in the regions Limburg and Brabant for over 75 years. Throughout the years, VVBHUSAN has grown to be a solid company with 8 branches. The product range only includes high-quality products of renowned brands such as Trimetal and Caparol.

VVBHUSAN made an appeal to Partners In Marketing to draw up a sound business plan. First of all, PIM conducted market research in order to get a clear picture of the actual market position. Starting from a thorough analysis of the market, Partners In Marketing and the management of VVBHUSAN will set up a marketing action plan to identify opportunities.

