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Preface

This is a report written by Mark Wijngaarden and firstly I would like to thank Houtimport aan de Vecht B.V. They have given me the chance to write for them a business plan concerning Energiehout Holland. Thanks to all employers as well, for their hospitality and welcoming myself temporarily into the company. It has been a pleasure and a great learning experience.

A number of things the company wants to know concerning their new company Energiehout Holland. An analysis of each of their products including the competition, potential customers and a financial part. So this report is written for Energiehout Holland in order to see what the possibilities are in the future. For instance the possibilities for hiring extra workers for additional activities from employment agency "ROZIJ-Werk".

Parties involved

The company is called Houtimport aan de Vecht B.V. of which the owners are the van Olst group B.V. Energiehout Holland is created in order to sell the products; woodpellets, firewood, Ecogrill and Swedish torches. The company is supposed to be an independent business but part of van Olst group B.V. and I would like to introduce the employee working with Energiehout Holland and also my external supervisor, Arjo Brink. Many thanks for your assistance and council.

VanHall Larenstein will keep track of my progress through my supervisor Rob Warmenhoven. He will assist in the progress of this assignment. Make sure I keep on track, the assignment has enough quality and with feedback I can make sure this project can be completed in June 2012.

It has been agreed that I will be spending around 2 times a week at the company in Hardenberg. To work on the project, be close to my external supervisor so he can make sure the project is going as the company has intended.

This report is part of a graduation assignment written for Energiehout Holland and VanHall Larenstein, University of agriculture.

Executive summary

This report was commissioned to provide information about the current market regarding the product assortment of Energiehout Holland. As well as a market analysis and product calculations, to find out where the company stands in relation to their competitors. Discussed will be the future possibilities of Energiehout Holland concerning the products and whether or not the company is required to hire extra personnel from employment agency "ROZIJ-werk". Conclusively can be said that the company can hire extra personnel once the sales will reach a point where extra work like packaging and sorting needs to be done.

This research draws attention to the fact that Energiehout Holland is trading with the following four products so far.

- Swedish torch
- Woodpellets
- Firewood
- Ecogrill

These products will each have a different market to correspond with. Therefore an analysis is done for each of them to find out the current position and the possibilities. For instance the Swedish torch is produced and imported from Ukraine. Energiehout Holland wants to know if this product can be sold to both businesses as well as private consumers. If the company wants to reach the consumer they will maybe have to include sales through an internet webshop, include packaging of the product, and a postal service to transport the products. A webshop is already in place and advertising in the immediate surroundings will show if consumers are prepared to purchase a Swedish torch this way. This will be a great test, otherwise the company will focus more on the wholesale and sell only towards other businesses. So each product of the market research consists of an analysis of the sector, competition, customers, suppliers and distribution.

In order to break-even the company must try and reach a turnover of around €250.000,- annually. Subsequently a possible way to reach this is by 50% sales with torches, 20% with woodpellets and firewood, 10% with the Ecogrill. The torch is prioritized and has the biggest market to trade on. Calculations show that the torch can be sold to both the private consumers as well as businesses. However the sales prices are quite differently for both. Sales to the private user has a price per torch of around €7,50 (incl VAT). But if the torches are sold as wholesale to businesses the sales price is around €2,35 (excl VAT) per torch. The market for the Swedish torch is plentiful and every consumer with a place to burn a torch is a potential customer. Conclusively Energiehout Holland will remain trading wholesale to businesses and begin setting up sales through a webshop for the sales towards the private market. After a couple of months with advertising, sales will show if it's still reasonable to trade this way. If sales will reach around 100 products a week, it will be reasonable to acquire and extra employee. Otherwise the existing personnel can handle this. Another good thing about the internet webshop is that the other products can be sold as well. Although sales to private consumers must be done under a different name in order to protect the wholesale of Energiehout Holland.

The research concerning firewood shows that in order to sell the current stock, the product will be included in the advertising. The marketing and advertising of firewood will focus on the more richer communities. Because most users get firewood for a much lower price or illegally out of forest and won't purchase firewood for the price Energiehout Holland is offering it.

Woodpellets is a product which is part of a rising market. Much has to do with national and international regulations. Countries are trying to use more durable energy sources and woodpellets serve as a viable product. Regrettably the market of private consumers is low. Not many households have installed a pellet boiler, even though it's a very cheap way to heat a home.

The report also investigates the fact that the analysis conducted has limitations. Some of the limitations include: forecasting figures are not provided nature and type of company is not known nor all the current economic conditions.

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1. Orientation

1.1 Introduction

For this graduation assignment Houtimport aan de Vecht B.V. was contacted. They are located in a town called Hardenberg. This is where the writer of this report was born and thus very interested in the company. This subject was chosen because they have just started a new company called Energiehout Holland. It is supposed to be a new business branch separated from Houtimport aan de Vecht B.V. in the future, but still under the same umbrella. That means being a part of the Van Olst Group B.V., owners of Houtimport aan de Vecht B.V.

They haven't spent much time on trading for Energiehout Holland due to a shortage of personnel and time. However the company wants to find out what their possibilities are on the business market and on the private market. It would be very interesting and educative to be involved in the startup of a new company in timbertrade.

The new company Energiehout Holland so far is trading with four products; woodpellets, Swedish torches, firewood and the Ecogrill. First they started trading with firewood and Swedish torches which are supplied from Ukraine. They have a connection abroad whom is capable of supplying Energiehout Holland and to be the intermediary between them and the producers. So salesman of Houtimport aan de Vecht B.V. got involved in the trade of biomass products. But they didn't want to do business with these products under the same name as Houtimport aan de Vecht B.V. So they created Energiehout Holland to protect the other business and expand the Van Olst Group BV.

In addition the managing director of Houtimport aan de Vecht B.V. is very positive on the development of the market of pellets thinking this is a product for the long term. Due to increasing oil prices, the development on pellet factories and the growth of other means of energy. The capacity of wooden pellet uses will increase dramatically and according to a British management advisory bureau Pöyryhout, the amount of pellets used as energy will go from 16million tons to 45million tons in 2020.

However the view of the market could be that there is a good perspective for the future. But the company hasn't got a real database with existing customers at this moment but there are a lot of possible clients in this market. I was hired to present a view of the market, possible expansion, write a business plan and see what the possibilities are of the biomass products.

1.2 The company

The following chapter contains the internal analyses of Energiehout Holland. As was said earlier in the report, Energiehout Holland is part of the van Olst Group B.V. which controls Houtimport aan de Vecht and also World Timber products. And now since the start of Energiehout Holland, salesmen working for Houtimport aan de Vecht B.V. also spend time on Energiehout Holland. However so far this was sporadic and mostly done by one man. Energiehout Holland is using all necessities from the company but plans to be self-sustaining eventually.

Contact details

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7772 TS Hardenberg
The Netherlands

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E: Info@energiehoutholland.nl

Bank: ABN AMRO

IBAN nr: NL61ABNA0591779196
Rekening nr: 81.11.20.062
KVK nr: 05073040
BTW nr: NL812127006B01

General conditions:

The general conditions are supplied by VVNH. Being a member means that the organisation is offering a service for its members. **(Appendix 2)**

Also Houtimport aan de Vecht B.V. has had to sign a code of good conduct. In which they acknowledge that they do their business responsibly and professionally. They have high demands for products which come from durable sources. And therefore they can carry the qualification for 'Erkende Houthandel ®'.

Supplied by the Chamber of Commerce are the general terms of delivering to consumers. **(Appendix 3)**

Structure

The company is importing timber products from all over the world and it started with repairing windows and installing frames. This was the start of Houtimport aan de Vecht B.V. a dozen years ago. Eventually expansion resulted in the Van Olst Group B.V. The company has since grown and expanded. Energiehout Holland was the latest idea for expansion combining the newly added biomass products to the assortment. Each company handles a different type of trade and different products. A short overview of the workings of the three different timber products from the Van Olst Group.

Houtimport aan de Vecht B.V.; Supplier of raw and worked/adapted timber. Also they control coating lines for painting timber for the construction market.

- Import of tropical species
- Facade coping
- Certified coatlines
- B2B

Energiehout Holland; trader of biomass products both commercial and private.

- Four different products so far. Firewood, woodpellets, Ecogrill and Swedish torches.

World Timber Products; an agency for hardwood, several sorts of plywood and other wood products. Also they represents factories from different continents, like Europe, South America and South-East Asia.

- Trader in hardwood, softwood, molding and plywood.
- Outdoor wood concepts
- B2B

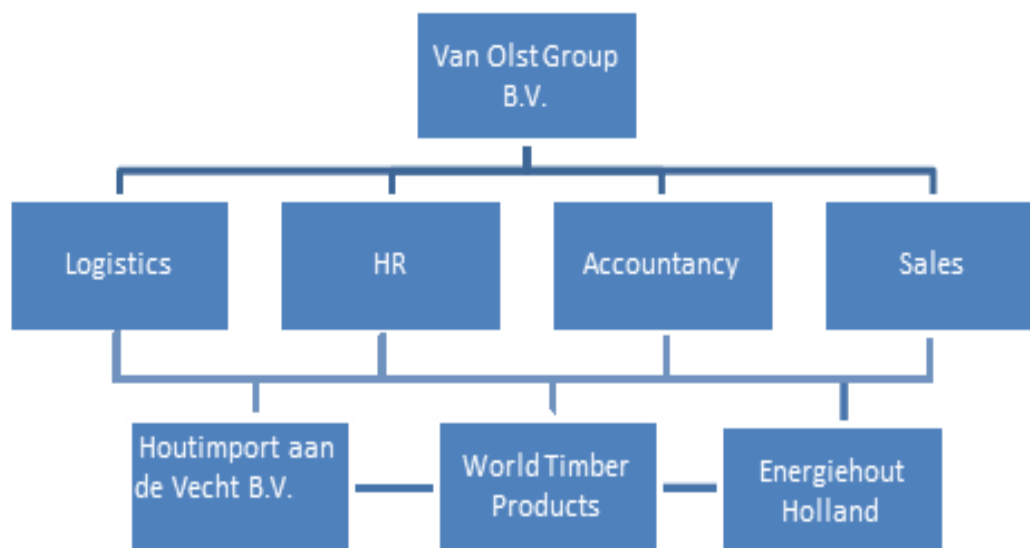


Figure 1 Partial structure of Van Olst Group B.V.

1.3 Problem definition

During 2012 Houtimport aan de Vecht B.V. wanted to expand with another trade in timber. They have responded to a demand that appeared on the market because an acquaintance was informing Houtimport aan de Vecht B.V. about the trade in Swedish torches and firewood. Energiehout Holland hasn't got much brand awareness yet. Also all the supply is coming from abroad. Therefore there are higher risks such as reliability, transport and financial issues.

So far the supplier of Swedish torches hasn't proved himself to be very much reliable. Due to cultural differences and production of the product, delivery times are moved and communication is rigid.

Also the competition must be analyzed in comparison with the prices and products of Energiehout Holland. Most important is to analyze the market because; 'you order what you sell' not the other way around. Otherwise stocks might become too expensive. And in regards to the competition, on the timbertrade market there is no shortage of competitiveness, it is a saturated market.

No clear descriptions of the potential customers do yet exist, just a big list of companies which have been called and emailed. An intern before this report has spent some time in Energiehout Holland but no customer has purchased large amounts. He has built a big list of people and companies he called. However nothing much happened after that, which was last year.

Results of work done earlier for Energiehout Holland had the effect that the company is known to some consumers or businesses. This resulted in some people wanting to buy the torches and pellets. Energiehout Holland recently got a truckload of Swedish torches delivered and is very much able to sell the product. However this is all done with part-time attention. But the company is interested in a salesman who is 100% dedicated to Energiehout Holland.

Why would the company want this report written?

Houtimport aan de Vecht B.V. is very busy during the summer months and less busy during the winter. This trade could be a very good replacement if it starts to make way during the colder months. It is called diversification and expansion¹. They reacted on a demand which they heard about through someone who is working as a gardener. Subsequently Houtimport aan de Vecht B.V. made contact with a sales agent who has contacts in eastern Europe. Thus the producers started making torches for Energiehout Holland. There are for instance three sizes for the torches, however only torches with a height of 25cm has been delivered so far. This will probably be the only size which Energiehout Holland is trading in the future. Also prices and costs need to be adjusted and refined. To get a good and clear view of the company's spending.

The stock of Energiehout Holland consist of firewood, woodpellets and now Swedish torches and Ecogrill as well. The firewood has been lying in a storage for a while and the woodpellets are also not getting sold. This way the costs are building and products just need to be sold. However the shed will be replaced by a brand new storage facility of Houtimport aan de Vecht B.V.

¹ Diversification: "reference to a combination of new products for entirely new markets". The essence of marketing1993

1.4 Background information

Energiehout Holland knows there is a demand from the market but so far this has only been to other businesses. And the company wants a good view of the market so they can decide whom to target with each product. And also what the possibilities are on the consumer market.

The reason for starting Energiehout Holland is the same when Houthandel aan de Vecht B.V. became Houtimport aan de Vecht B.V. several years ago. To protect one business from the other. The company decided not to trade these products under the name of Houtimport aan de Vecht B.V. so a new branch was created. It can happen that perhaps a conflict takes place but the different companies each do different trades.

As was said Energiehout Holland is trading four products at this moment; Swedish torches, woodpellets, firewood and the Ecogrill. With each product they want to know if it's possible to expand the commercial market and enter the private market. That means large quantity sales as wholesale and small quantities straight to the consumer market.

Energiehout Holland wants to enter the market with a relatively new product, the Swedish torch. In order to sell, a target group has to be chosen depending on who would want to buy this product. The idea is to sell to consumers both private and commercial. The writing of a business plan will help in finding out what the company's strengths and weaknesses are. A marketing plan assist in future planning and how the sales will be reached and if they can compete on the private market by adding some value to the product. This product is where the priority lies right now.

Consumers are getting more and more aware of the things they buy. Timber is definitely a product which corresponds with this idea and these times of pollution and oil generated energy. Timber is durable, natural, and renewable and doesn't pollute the atmosphere. Therefore it is in direct competition with other energy materials. Rising costs for fossil fuels and growing environmental awareness lead to an increasing demand for renewable energy. Besides the other uses of timber such as flooring, construction or artwork is timber good for energy as biomass. Torches can offer warmth and ambiance, pellets a very good way of energy same goes for firewood for heating your house. Burning timber to warm your house is economically and environmentally very good for households. Meaning it's cheaper and better. These factors can be used for the marketing of Energiehout Holland. Especially concerning the wood pellets and perhaps firewood as well.

The company has a partner which is selling products via a webshop on the internet. The site is called brandhoutdirect.nl and it is selling the products the company is offering. Combined with logo's, flyers and posters the website will function as the front for Energiehout Holland mostly for the private market. They don't want to sell straight to the end-user instead they remain business to business. The webshop will do that for them.

Some difficulties which Energiehout Holland is experiencing:

- Get a good supply of products and being able to sell directly. Is it feasible to supply the private market or should Energiehout Holland only focus on business to business?
- Storage of the products
- No business plan
- Not much time is spent in Energiehout Holland, only sporadic sales.
- Four types of products with each its own type of customers and market. They'll have to be analyzed and handled separately.

Information already available:

- Product specifications, pellets, Swedish torches, firewood and Ecogrill.
- Consumer base, list of potential customers already emailed or called. Not plentifully **(appendix 4)**
- Former sales prices of the products.
- Several forms, order forms concerning the products. These have been slightly adjusted due to price changes and a different lay-out. **(Appendix 5)**
- Test report for the quality of woodpellets by GBA Gesellschaft für Bioanalytik. **(Appendix 1)**
- Contact with suppliers of torches and the Ecogrill.
- Logistics, existing network of transport and loading on and off.
- A website of Energiehout Holland about the products and some information. www.energiehoutholland.nl

Another organization worth mentioning again is "ROZIJ-Werk". They are an employment agency who is already arranging workers in the factory of Houtimport aan de Vecht B.V. They have asked the company if there is any possibility for placing extra workers. It might be possible for Energiehout Holland, to enlist an extra employer. This can only be possible if there is work to be done and if this is economically reasonable for the company to do so.

1.5 Assignment

The assignment has been put together in combination with Energiehout Holland and the criteria of VanHall Larenstein. It shows what the company's questions are and how these main and sub-questions form the core of this report.

1.5.1 Main questions

Goal of Energiehout Holland

For Energiehout Holland to be financially independent and trading in biomass products both commercial and private.

How?

By expanding their sales activities on the business market and to analyse if it's possible to enter the private market.

Why?

Because Houtimport aan de Vecht B.V. wants to expand the business and see what the future possibilities are in giving their products some added value for the private market. For this Energiehout Holland wants to know if they should hire extra personnel.

Main questions:

- 1) Is it financially feasible for Energiehout Holland to trade their products straight to private end-users?
- 2) Should Energiehout Holland acquire an employee from "Rozij-Werk"?

1.5.2 Sub questions

- What is the competition and potential customers for each product?
- What are the costs for Energiehout Holland?
- How to reach the private market concerning the products? Possible meaning; profitable and using extra workers in the process?
- How to reach the potential customers of the products?
- Can Energiehout Holland compete with competitive prices?

How to answer each of the sub questions?

- Competition – competitive analysis, map companies with same products and provide prices
- Costs – company information as well as calculations of costs and margins. A financial part with price calculations for each product.
- Private market? Calculate the difference in cost prices. Research what the customer wants and how to reach them the best way.
- Knowledge of the product. Information gathering, books and internet

1.6 Research

Research is essential for gathering information in order to answer the questions set in this report. Following are the types of research to achieve the goals set in the assignment.

Desk research

Internal documents of both Houtimport aan de Vecht B.V. and Energiehout Holland can be analysed. Company data is important as well as relevant literature of the company. Collecting data from the Internet such as publications, competitor's prices and assortments. Also via the telephone when necessary.

Field research

Includes visitations to other companies. Observations in and around the company. Interviews when this is necessary but these also include conversations with people from the company, customers and competitors.

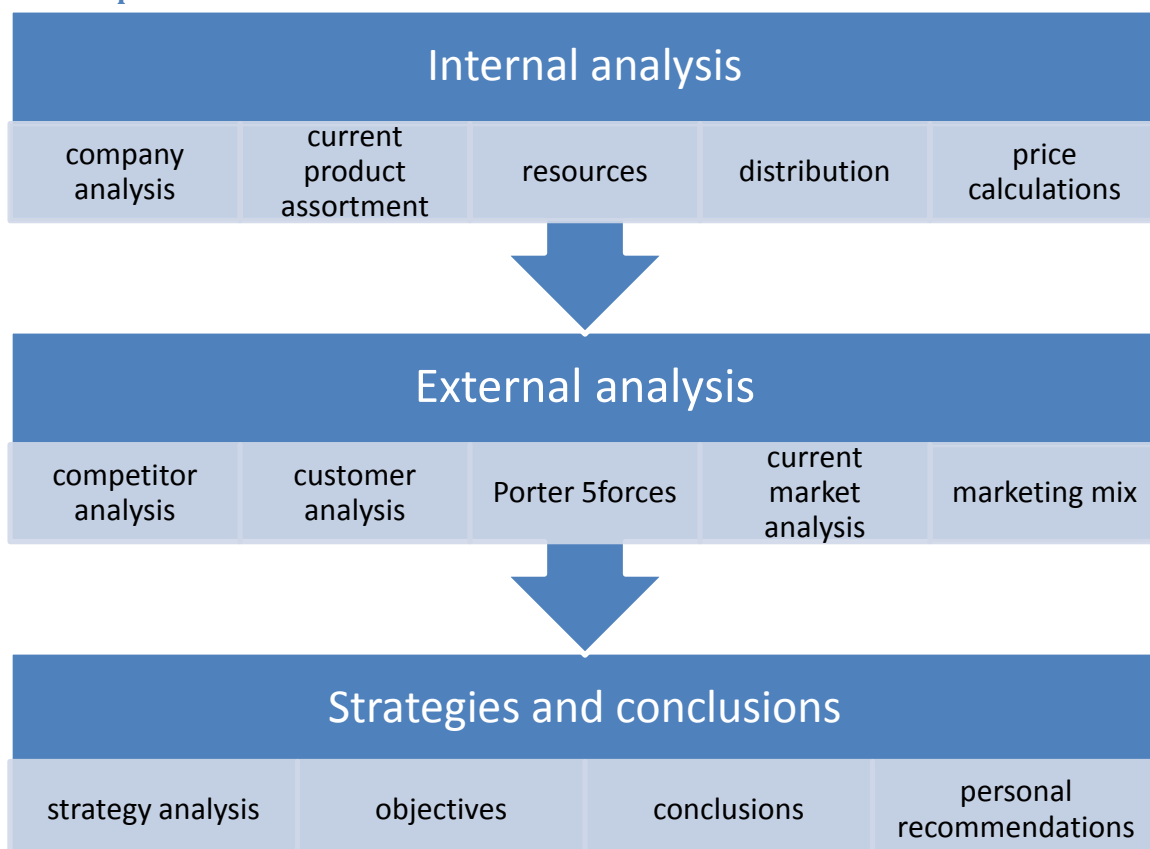
Scope

This report was written first of all because Energiehout Holland doesn't have a business plan. It's written to get an overview of the company's products, market and ideas. Then there are several questions the company wants to know in relation to the business. Whether or not to hire extra personnel from "Rozij-werk" and seeing if Energiehout Holland can compete with the competition.

Interviews and conversations were conducted with the following parties and used in the report:

- Supplier and agent of Swedish torches
- Salesmen at Intratuin
- Firewood customers
- Employees of Houtimport aan de Vecht B.V.

1.6.1 Report structure



2. Company analysis – Energiehout Holland

The company analysis chapter will consist out of several parts in order to investigate the strengths and weaknesses of Energiehout Holland to determine the questions set in this report. Also the current situation at Energiehout Holland is viewed. The chapter will take a closer look at the products sold by Energiehout Holland. There are four products so far sold by the company. These products are analysed in the following chapters. First by a general product explanation, then a the sector of each product, the supply, resources and distribution.

Fixed costs:	
Wages	€24.000
Car costs	€5.000
Rent	€7.200
Office costs	€5.000
Telephone	€4.000
Total / year:	€45.200
Gross margin 20%	€250.000
break even	

Table 1 Budget Energiehout Holland

The budget was given by the company. It explains the fixed costs of one year Energiehout Holland. To cover the fixed costs of €45.200,- Energiehout Holland has to sell at least €250.000,- worth of products a year. The profit margin will cover the fixed costs in order to be independent. The total budget consists of the wages for one individual and the costs for a car, the rent, the office costs and the telephone. The company is normally taking a profit margin of 20% on sales in order to cover the fixed costs.

2.1 Mission

Houtimport aan de Vecht has created a new branch called Energiehout Holland. They have four types of products ready for sale. However no client base and no fixed trade at the moment. Just randomly ordered products and trying to sell afterwards.

Houtimport aan de Vecht B.V. has been approached by “Rozij-werk”. A company which is helping and temporarily employing workers with disabilities or mental problems, called “Wah-employees”. They have asked if it’s possible to expand the activities in the production hall. My job will also be to research if it’s feasible, possible and profitable for Energiehout Holland to employ an extra worker. To enter the private market with the torches, perhaps some form of product packaging can be done by those workers. This plan will show whether or not it’s possible to create work for “Wah-employees” at Energiehout Holland.

The sale of biomass products is what company does and wants to expand. This sector of alternative energy and durable products is proving to be increasing, as this report will show. Information concerning the market and future possibilities is what the company will find useful for Energiehout Holland.

2.2 Vision

Energiehout Holland eventually needs to be self-sustaining. Financially and resourcefully. However it would still be integrated with Houtimport aan de Vecht B.V. and be a part of the van Olst Group BV. The trade of these products has to be able to keep the company independent but integrated. And able to break-even with biomass products the company is selling.

2.3 Current assortment of Energiehout Holland

This chapter contains the product assortment of Energiehout Holland. There are currently four products which the company is selling. This chapter will give a short overview of each product and an explanation about the product details and introductions to who the products could possibly be sold.

2.3.1 Swedish torch

The torches are sold by Energiehout Holland and imported from Ukraine. They are being made from dead softwood trees so no living forest is cut making this product. It is also air-dried and a fire maker is added so it can be lighted. With a height of 25cm and a diameter of 20-23cm the torch is an excellent attribute in the garden and for people who have no access to timber. They will burn for 1 – 1.5 hours depending on the wind and the weather. Also a manual is added so nothing is unclear about the practises and use of this product.



Figure 2. A crate filled with an avg of 72 Swedish torches

Peter Drucker once wrote: ‘Business has only two basic functions: marketing and innovation.’ This is what is now happening to Houtimport aan de Vecht B.V. and Energiehout Holland. Selling an innovative product such as Swedish torches and are involved in a new market. At least so far Houtimport aan de Vecht B.V. is concerned.²

The general idea of using a Swedish torch is; it creates a great atmosphere when a couple of these torches are burning outside on a terrace on a summer night. Consumers would buy this for light, warmth and aesthetical reasons. It will be hard to make an all saying investigation because new products are unpredictable. But only the future will show how the consumers will adopt the Swedish torches. Right now sales of torches are going really well. A truckload once a month can easily be sold, Energiehout Holland tends to increase that number.

Customer criteria to buy this product;

- They should have place to burn it, preferably a garden or entranceway. And no flammable surface.
- The weather needs to be good when using it, no rain and no wind.
- Would need to see and feel the charm of lighting timber and perhaps have a special reason to light it, a party or celebration.
- Sales throughout the Netherlands in order to reach the most customers.
- Coincidental buy or was it aimed and looked for. Marketing and creating awareness should enhance the fact that buyers come because they buy on purpose.



Figure 3. swedish torch

² Literature, De marketing van nieuwe producten, Yvonne van Everdingen, Ruud Frambach and Bas hillebrand, 1998

(Product details see appendix 5.1)

The product is also used for other purposes. It's very easy to put a cooking pan on top of the torch. Like on the following picture.



Figure 4. Swedish torch used for cooking

2.3.2 Wood Pellets

Woodpellets come from the industry as a residual product. Often the sawmill factories have large amounts of sawdust available which can be pressed easily into pellets. With a moisture content of around 8% the energetic value of the pellets is 5kWh/kg. Due to the compact and dry form of the product it's transportable and can be stored easily. (Product details see appendix 5.2)



Figure 5. Woodpellets

The pellets sold by Energiehout Holland are imported from Indonesia. The sawmill gathers the sawdust and press this into pellets. It's definitely not that timber is cut down specifically for the use of pellets. This is important, take 'Essent' for instance, one of the biggest buyers of pellets in the Netherlands.³ Most of the pellets they use come from Canada where they do cut trees with this end use in mind. Energiehout Holland however doesn't have a large enough consuming market yet to import large amounts called bulk.⁴

³ <http://www.duurzaamnieuws.nl/bericht.rxml?id=71954>

⁴ www.biomasscenter.org (BERC) resources

The largest barrier to successfully heating a home, village hall, business etc. with wood pellets, as an alternative to fossil fuels, is the sourcing of a regular supply and having deliveries at a time and in a manner that suits the customer. The way the pellets are delivered, offloaded and placed in your storage area makes all the difference.⁵

Comparison of woodpellets⁶

- 1 kg of woodpellets has a warmth content of 5 KWH.

With other words: A 10 KW-stove uses 2 kg/hour. A 5 KW-stove uses 1 kg/hour.

- 1 m³ of gas has about the same energy content as 2kg of woodpellets.
- 1L of oil/petrol has the same as 2 kg of woodpellets.
- 2L propane has around the same energycontent as 3 kg of woodpellets.
- Woodpellets produce less than 0.5% ash.
- Woodpellets weigh around 650 kg/m³.



Figure 6. Pellet stove 5KWH

The number of pellet stoves throughout the Netherlands has been calculated by CBS. They have estimated that there are fewer stoves and more CV-stoves that produce more energy than the pellet stoves (figure 5). These are used to heat bigger buildings. **(Appendix 7)**

In Austria 60% of new households chooses for a pellet installation. Abroad the pellets have settled in nicely as a replaced source of fuel. In Europe there are around 200 pellet producers and it's also a very local business for households. This means that the pellet industry will keep increasing its demand. Also farmers throughout the Netherlands are using a pellet installation to heat their stables.

⁵ <http://www.woofwoodfuel.co.uk/woodfuel-pellets.php>

⁶ <http://www.pelletinfo.net/houtpellets>

Furthermore on a global scale the production and consumption of pellets is also rising. As seen below the production is highest in Europe. However the Canadian market is rising rapidly. In 2010 they already produced 3 million tons of pellets. But in 2008 they still produced only 2 million tons of woodpellets. ⁷ (see appendix 8 & 9)

The use of pellets as fuel in a stove/furnace/oven has several (dis-) advantages.

Advantages:

- The product is compact and easy to store and transport.
- Constant fuel quality.
- Save and efficient burning installation.
- 1 kg of ashes from 100 kg pellets equals 100 burning hours.
- Or 1 cub of gas a €0,58cent is replaceable with 2 kg pellets which will cost around €0,14 cent per kg.
- History of stable prices.
- Clean burn no rest products or pollution.
- Wood chipped for fuel is a productive and conscious use of a low-grade waste product.
- Very little time must be spend on keeping the stove burning. A traditional stove needs tendering every hour. Others have an automated system.

Disadvantages:

- Need to refuel.
- Purchase of a pelletstove and installation is not cheap.
- It still needs power for the (self-feeding)'hopper' and air system.⁸

The way the pellets are delivered, offloaded and placed in your storage area makes all the difference. After a delivery it's important that you are able to easily stock your pellets, for instance in a silo.

There are 2 types of pellet installations. The pellet stove (figure 5) and pellet boiler (**Appendix 10**).

The stove uses a screw of Archimedes to fill the furnace to keep it burning at a constant rate. And the boiler uses water which the pellets will warm up so it can spread through the pipes in house. A stove is sized for residential usage. The heating needs of an average sized home are typically much lower than those of commercial or institutional settings like schools, governmental buildings or small businesses. A pellet boiler is sized for the more larger commercial heating loads. The best candidates for wood pellet boilers are buildings between 10.000 and 50.000 SqF. There are also other differences between pellet stoves and boilers in the degree of automation, fuel storage and handling, based on the differential needs of residential and commercial uses.

⁷ www.iea.org/bioenergy/project_development&biomass_supply

⁸ PELLETS@LAS Report on Producers, Traders and Consumers of Wood Pellets, 2009, www.pelletsatlas.info

The wood and pellet stove do share one thing in common, cost. With the price on both stoves, including installation, between \$2,000 and \$4,000, the price of a cord of wood between \$200 and \$250 and the cost of a ton of pellets around the same, both options are cheaper than heating with oil.⁹

An average house uses around 1500m³ of gas. In the same case if this household would use woodpellets an amount of 1000kg.

BERC estimates the payback time on either stove, depending on use, to be three heating seasons.

The by-product of burning wood pellets is ash, a non-combustible residue. While the ash produced by burning wood pellets is automatically removed from the boiler in the systems of many manufacturers, the container in which the ash is collected must periodically be emptied and disposed of manually.

While wood pellets are typically differentiated between soft and hardwood sources, there are three grades based on the amount of ash produced when they are burned (**Appendix 11**) :

- Premium (ash content lower than 1%)
- Standard (ash content between 1-2%)
- Industrial (content 3% or higher)

As was said earlier the market of the woodpellets is rising. The following diagram is what's causing this transition. The prices of woodpellets are fairly steady over the years while gasses and oil are increasing. (**Appendix 12&13**)

In 2020 the Netherlands has set an objective. They want 14% of all the energy which is used must come from durable sources, 40% of which is supposed to be from biomass.¹⁰ Wind and solar only contribute with a small amount of energy to the national need. And in order to reach the goal that is set for 2020, they would have to look towards other means, such as biomass. It is already used but it is not embraced so much like solar and wind energy.¹¹ (**Appendix 14**)¹²

These objectives will manifest themselves in the business world. Power plants whom use woodpellets to create energy are not only being built in the Netherlands. Canada and the US are building them with an incredible rate and thus is projected that the woodpellet market is going to increase.¹³

⁹ <http://www.cbs.nl/nr/rdonlyres/9bd7922e-03bc-412e-92f3-ea13dfad4fd1/0/2008c89pub.pdf> duurzame energie in Nederland 2008

¹⁰ biomassa, feiten en cijfers. In opdracht van e-on

¹¹ www.rijksoverheid.nl "Subject: duurzame energie, doel: meer duurzame energie"

¹² http://ec.europa.eu/small-business/most-of-market/rules/index_en.htm European small business portal

¹³ <http://green.blogs.nytimes.com/2009/12/31/the-smoldering-wood-pellet-business/> 2009 by John Lorinc, the NewYork Times

2.3.3 Firewood

Firewood is called when it's used to transform warmth in combustion. It is the oldest fuel source that exists. Due to increasing prices of oil and coal, timber is enjoying an increasing and renewed popularity. And Energiehout Holland is trading boxes imported from Ukraine and selling them to end-users. Both delivery at home of consumers or selling towards businesses.

The product:

- Palletbox à 2 m³ with oak, ash or hornbeam firewood.
- Oven dried (M.C. < 20%).
- Small quantities on request.

For more product details: **(Appendix 5.3)**

Most of the firewood is harvested by people from their own patch of forest or trees.¹⁴ This activity to thin out lower quality trees or fallen trees will also help in improving the forest. Those whom do not have timber will purchase from firewood dealers. Small quantities which users can store close at home. These logs have usually been cut and chopped into sizable pieces which fit in their small storage sheds. Many firewood dealers purchase wood from the sawmill or random loggers. In Ukraine this is most of the time done at auctions. Here the timber is purchased where it's gathered by loggers, buyers come in and buy a willing amount. Others purchase cutting rights from landowners. This for reasons such as firewood, forest improvement or agricultural land use. The sawmill sometimes has a lot of yield which is also purchase by firewood traders sometimes. Because firewood is a low quality end use for timber. Relatively low prices in comparison with the higher end uses such as veneer or flooring.

Harvesting in the Netherlands is sometimes done illegally, regardless of this harvesting in publically owned forests is still done. At times the paper or pulp mills use much low-quality wood resulting in a decrease of firewood supply and higher firewood prices. Used pallets also provide another source of firewood. Pallet manufacturers are very big consumers of hardwood lumber. Recycling pallets and parts has become a large business. Yet from these pallets is also made a lot of firewood, called kindling. It's perfect quality and dried for use in the stove.¹⁵



Figure 7. Packaged firewood

¹⁴ CBS houtverbruik bij huishoudens, 2010

¹⁵ university of new Hampshire, By Sarah Smith, Professor/Specialist, Forest Industry, 2006

2.3.4 Ecogrill

The Ecogrill is a product recently imported from Letland to increase the assortment of Energiehout Holland. The product is a small barbeque made from a round log. It is around 10cm in height and is filled with charcoal. The Ecogrill is imported while it is packaged with plastic around it for protection of the content for transport on pallets. The analysis of the Ecogrill is in direct relation with the Swedish torch. Therefore the marketing is less explained and outlined. The Swedish torches have priority in this report however for the outline for the company Energiehout Holland the product is explained and added in the financial plan.¹⁶

The product:

- Imported complete with plastic packaging.
- Manual included.
- €0,10 for each product will be re-invested in reforestation.
- Two sizes: 20-24 cm and 24 – 28 cm in diameter.
- Transport: Pallet (20-24cm) 60 grills, pallet with (24-28cm) can hold 52 grills.

For product details: **(Appendix 5.1)**

The Ecogrill is added to the assortment of a webshop currently selling the products of Energiehout Holland. When this webshop has sold one, an address will be sent to Energiehout Holland of the customer. Energiehout Holland then has to supply the box, package the product(s) and make sure it arrives at the nearest post office from where it will be sent to the customer.



Figure 8 Ecogrill

¹⁶ www.bioenergyproduct.eu

2.4 Sector analysis

Timber industry is a sector which includes all business done in relation to timber. Energiehout Holland, along with Houtimport aan de Vecht B.V. is part of this huge sector. This sector will be divided into groups in which the different timber end-uses are placed. Such as the construction market and the flooring market. However Energiehout Holland has four products which is basically part of different underlying sectors. Discussed will be in which sectors the products are a part of and also the competition and size of the market.

2.4.1 Swedish torch

Energiehout Holland is entering the timber market with the Swedish torch for around a year now. The torches have a huge potential market. The number of consumers is depending on what the product is used for. And the torch can be used as esthetical fire in any person's garden. It's the kind of product every household, with room to burn it, can have lying at home. It can be used as a beacon for a company. Or for warmth and light at a party in somebody's backyard.

For the torch this means a huge potential market and hard to divine. But in fact it's divivable because of the market that Energiehout Holland has chosen to enter with their product. The company is being the trader between the producers of the product and the retail stores whom are responsible for reaching the final consumer. That means for the company that the market consists of any company who might be able to sell the torch as a product to the end-user. Big stores like do-it-yourself shops, garden stores and other retailers.¹⁷

The idea of the Swedish torch is around for a very long time and consumers can make it themselves if they would have the available timber. However there are a couple of factors which are why Energiehout Holland can sell them to stores and to the end-user.

Firstly the torches are made of wood and not every consumer has access to timber. Second the torches are air-dried. This results in a clean and good fire that comes from the torch. Also Energiehout Holland can supply big amounts which are sold in crates which is essential when trying to supply to retail stores.

So far Energiehout Holland has noticed that it's not hard to sell the torches to other businesses. The market is big and end-users are plentiful. Therefore a very attractive market to be on right now, however it's impossible to foresee any future turns. Whether customers will keep buying them or if it's a kind of hype. In the last case this will result in sale drops over the next couple of years. Thankfully Energiehout Holland is very positive right now about the market and is easily putting away any truck filled with torches coming from Ukraine.

Besides the business to business trade, Energiehout Holland is taking another but different turn in order to enlarge the potential market and sales. This idea resulted after Rozijwork has asked for any potential extra work at the company. For this reason Energiehout Holland is also trying to reach the end-user straight away through the use of a webshop. A website which the customers can use and

¹⁷ Literature, strategische marketing, Dr. Bronislaw Verhage, 1986

order the torches. In turn the Swedish torch is put in a box at the company and send to the buyer. This strategy might offer work to “ROZIJ-Werk” and also it might create more sales for the company.

It is hard to make an assessment of how many customers would potentially buy a torch, whether it's through a webshop or sold to a retail store. Considering the size of the market and the fact that Energiehout Holland is supplying to other businesses. The company however will get a good view of the market once consumers can order torches via a webshop straight from the company. But the supply to other businesses such as stores will give Energiehout Holland a much larger reach towards consumers. These stores also sell products which might be compared to the Swedish torch. These are used for the same reasons as torches and are therefore competitive products.

Similar products might be:

- Garden torches made from bamboo and filled with oil as fuel.
- Fire moulded pits.

2.4.2 Woodpellets

The following concerns woodpellets. The sector exists since the late 1990s and has been growing since.¹⁸ The Netherlands has set itself a goal of reducing carbon emissions and the use of more renewable energy sources. **(Appendix 17)**

The size of the Dutch wood pellet market: users consume 1 million tons of woodpellets each year. **(Appendix 16)**

The Netherlands is importing a lot to keep up, for only around 150.000 tons is produced in the Netherlands. This has an effect on the market in which the big users with a consumption of more than 10 tons a year is using an agent and importing it directly from abroad.¹⁹ The import is supplying the market with 90% of the woodpellets. Energiehout Holland is part of this market for they also import from abroad. However the way now is that small and big bags are supplied to Energiehout Holland. These are not usable for most members of the market. In fact 80% of the Dutch woodpellet users are consumers which use more than 1.5 ton of pellets each year. This includes energy pellet refineries as well as big farms with a pellet consumption of more. The market share of Energiehout Holland won't be the big consumers but rather the ones whom use an average of less than 1 ton a year. These are feasible because of the small bags and big bags which Energiehout Holland is importing from Indonesia.

Market for wood pellets depends on:

- Availability (cost of transport)
- Heating-value/cost ratio compared to other fuels

¹⁸ <http://www.pelletsatlas.info/cms/site.aspx?p=9304>

¹⁹ http://thewoodcoaladvocacycouncil.com/images/stories/Development_European_Pellets_Market.pdf
development european pellet markets, final report on producers, traders and consumers of pellets

Furthermore an amount of around 1000 pellet stoves are in use in Holland.²⁰ These are also potential customers. This number is expected to keep climbing. Because energy prices keep rising, environmental issues and people see that it's just cheaper than heating with gas. Many of the pelletstoves come from Italy where they are produced and moved to NL for sale. These companies sometimes also offer the pellets so the customers don't need to go far for their supply of woodpellets. Table 2 below shows the market and it's users. They make a difference in the amount which is used and what it's used for.

Table 2 Woodpellet market

	Medium scale Users (bulk)	Small scale users Bulk / bigbags	Small scale users (small bags)
Type	District heating plants	Pellet boilers Small companies Farmers	Households Pellet stove/boilers
Demand	- 80% of total amount around 1million tons	300/400.000 tons/year	<100.000 tons/year
Suppliers	International traders	National and international traders (like Energiehout Holland)	- National traders (Energiehout Holland) - Retailers
Storage	- Harbour stock, up to 10.000tons - On site 500 tons	Up to 10 tons of stock	Small bags weigh 14kg. Couple of these in storage at households.
Sales	Contracts involved Annually	Annual deliveries on request	Delivery on request
Quality	- Industrial quality (B) - Mainly company specific	- Certificate in accordance with EN14961 - Quality standards	Certificate in accordance with EN14961
Transport	Sea transport from abroad in bulk	By sea mainly until import. Further by truck/lorry.	Domestic pellet transported by road.

²⁰ <http://www.cbs.nl/nr/rdonlyres/f1ed185c-1da7-4b70-9203-13ab6c895688/0/2010c89pub.pdf> Hernieuwbare energie in Nederland 2010

2.4.3 Firewood

Firewood is a product Energiehout Holland is supplying for private use as well as other businesses. This product comes from Ukraine and is delivered in special crates which hold up to 2 m³ of dried cut timber. These crates are supplied straight from Ukraine in order to fill the firewood market with dried and cut timber.

Energiehout Holland is willing to transport throughout the Netherlands. And the market consists of the households which either have a woodstove or burn timber outside. The commercial market consists of companies whom trade firewood and are specialized in trading firewood. These specialized companies, whom will be discussed in the competition analysis, do only one thing which is selling firewood. Once again the company is trying to reach the businesses with a cheap price for firewood and the end-consumers through the use of a website where they can order online. This strategy is possible because Energiehout Holland is purchasing from Ukraine. And with a low price it can sell relatively cheap straight to the end-user as a trader, but they can also sell to the businesses and still have a competitive price. Traders such as haardhout.com are both competitor if Energiehout Holland is trading directly to end-users. But it's a customer if Energiehout Holland sells to them, which is still possible considering the prices.

Potential customers are anyone with a woodstove at who is using this for energy reasons. Anyone who has a chimney is using this for esthetical reasons. Because a chimney is losing a lot of heat and the yield of warmth is not high. Research by CBS has shown that there are 1.3 million wooden stoves and chimney installations in the Netherlands. Say some don't use their installation that means around 1million stoves are left with an average use of 3 m³ a year. Only 30% of the wood used in stoves is actually bought. The rest is either gathered or gotten for free through an acquaintance. In comparison the total amount of fresh timber which was cut from the Dutch forests was around 1million m³.

The investigation done by CBS shows it's very difficult to assess the usage of consumers. However the amount which is needed and what is actually sold on the market far outweigh each other. A quick calculation shows that 3 million m³ of timber is used for stoves. 30% of the total is buying timber from companies such as Energiehout Holland but also from marktplaats.nl. That is approximately an amount of 900.000 m³ a year. ²¹

There are many companies in this market segment. Mostly they make a living on the internet and the consumers which are in their surroundings. Also importing wood from eastern Europe and selling it here on the market, like Energiehout Holland. The main species are oak and birch because its gives off a lot of heat, burns slowly and burns very clean which is good for the pipeline, and most of all because it's an accessible species with firewood as an end-use in mind. ²²

²¹ CBS houtverbruik bij huishoudens.

²² statusoverzicht houtkachels in Nederland

2.5 Supply of products

The supply is different for each of the products. Energiehout Holland is supplied from abroad from different sources. Mostly because production abroad is much cheaper as well as the purchases. The Netherlands also don't have much resources for supplying timber so most companies then turn to companies abroad.

2.5.1 Supply Swedish torches

Prices range quite differently among the webshops. The reason for this could be that production is more expansive or that profit margins are higher. But the fact remains that Energiehout Holland has an advantage because of import straight from Ukraine. There the production costs are much lower and Energiehout Holland can keep its sale price lower in comparison with the competition.

The supplier is located in Ukraine. In Ukraine the torches are made from dead standing trees. The torches won't be made of living trees and no forest is destroyed. They are cut to the right size and transported to the sawmill for processing. The torches are cut to sizes of 25cm high and left to dry outside. Then a rope is attached to the torch and a crate is build which can hold up to 75 torches. The crates are transported with a truck towards Energiehout Holland, Hardenberg. It takes around a month to process one torch and around a week to transport.

Here an agent is situated between Energiehout Holland and the Ukrainian sawmill. This agent is responsible for selling torches from production to buyers and he is representing the sawmill. He is supplying torches from Ukraine which are air dried, roped and packaged for transport. When it's winter the job will take considerably longer due to bad weather. However getting a sufficient supply from here is proven harder then the company thought. Turns out the producers are not really reliable and supply is often delayed for any reason. But there is also another producer of torches located in Poland. Here prices are about the same for Energiehout Holland. And definitely worth investigating if they could be a supplier. First because the current supplier is not always reliable and because the purchase price is lower in Poland. Risks are higher with only one supplier, especially when this one is not even trustworthy.

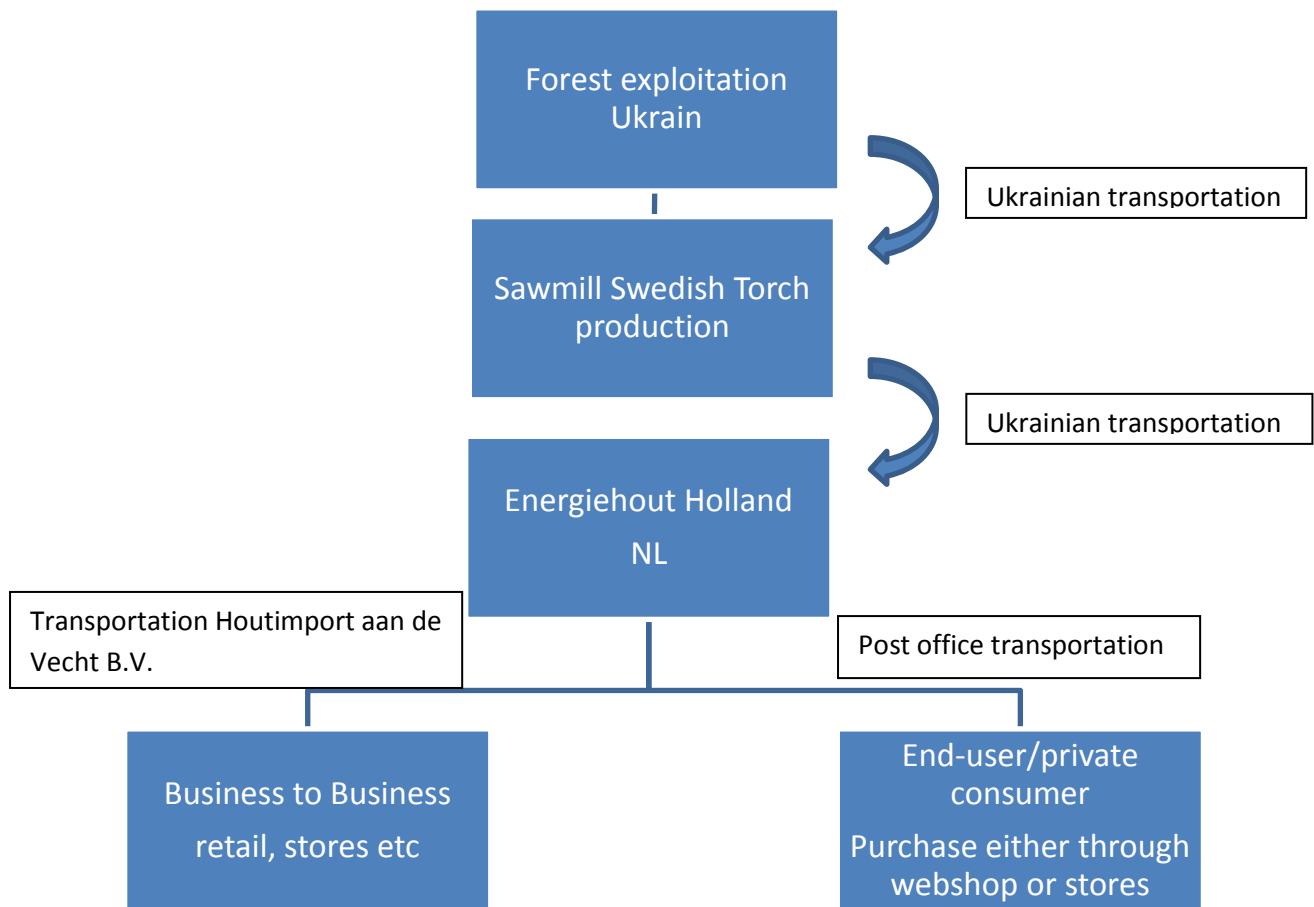


Figure 9. Chain of supply Swedish torch

2.5.2 Supply woodpellets

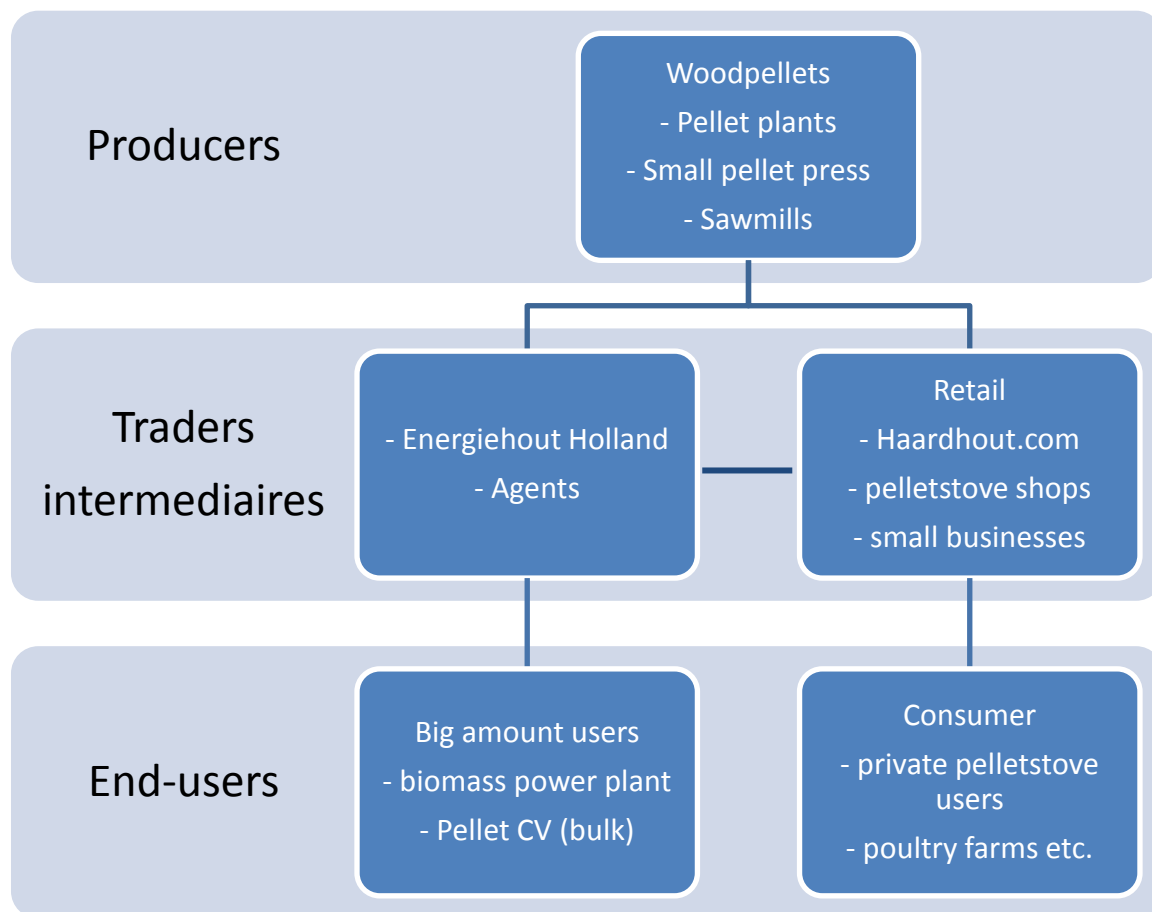


Figure 10 market overview woodpellets

Indonesia

The woodpellets from Energiehout Holland come from Surabaya, Indonesia. A sawmill which Houtimport aan de Vecht B.V. is cooperating with, complete with a KOMO certified production line. The sawmill is sawing lots of timber which results in sawdust. This is then pressed with heat and force into woodpellets. They are bagged and placed on pallets, ready for transport. So there is a good relation with the supplier and one of the reasons why Energiehout Holland is selling woodpellets. The reason for this supply is the relation with the sawmill. Therefore other alternative sources have not yet been considered. The amount and supply coming from Indonesia is the assortment. Therefore the trade is relying on the maximum supply and therefore the customers.

Appendix 18 shows the amount of energy which is needed to transport the product all the way to the Netherlands. This isn't helping to save energy at all. This is selling a product and still leave the company with a very small margin in order to make a small profit. The margin of profit can be higher if the product is sold closer to the source of production.

2.5.3 Supply Firewood

The firewood is being imported from Ukraine. The country is famous for the low costs in production. So Energiehout Holland can buy firewood for a reasonably cheap price. At least in comparison with Dutch firewood traders who seem to have much higher prices than Energiehout Holland. Shown in chapter 3.1.

Energiehout Holland is trading with a relation because of Houtimport aan de Vecht B.V. About a year ago the company placed an order for they could get firewood for a very cheap price. The firewood is air dried for two years before they are stacking it up in crates and send it to the Netherlands by truck. It has been a while since Energiehout Holland has ordered firewood at the sawmill. There is still too much firewood in storage and not enough has been sold to order new. They haven't ordered for quite some time now.

The company momentarily isn't spending much time in the trading of firewood. This had the consequence of not getting sold at all. There is still around 50m³ in storage just waiting to be bought. But the supplier will be available when Energiehout Holland wants to purchase again. The firewood consists of a good quality with the wood species oak, ash and birch. The firewood doesn't come from the same supplier as the torches. But for the rest of the chain it is basically the same. A truck is able to transport about 32 pallets/crates of firewood, each with 2m³.

The company in Ukraine arranges transport towards the Netherlands where Energiehout Holland claims the product theirs. Conclusively the supplier is reliable and reachable, but demand from the market and time spend in the trade of firewood is minimal.

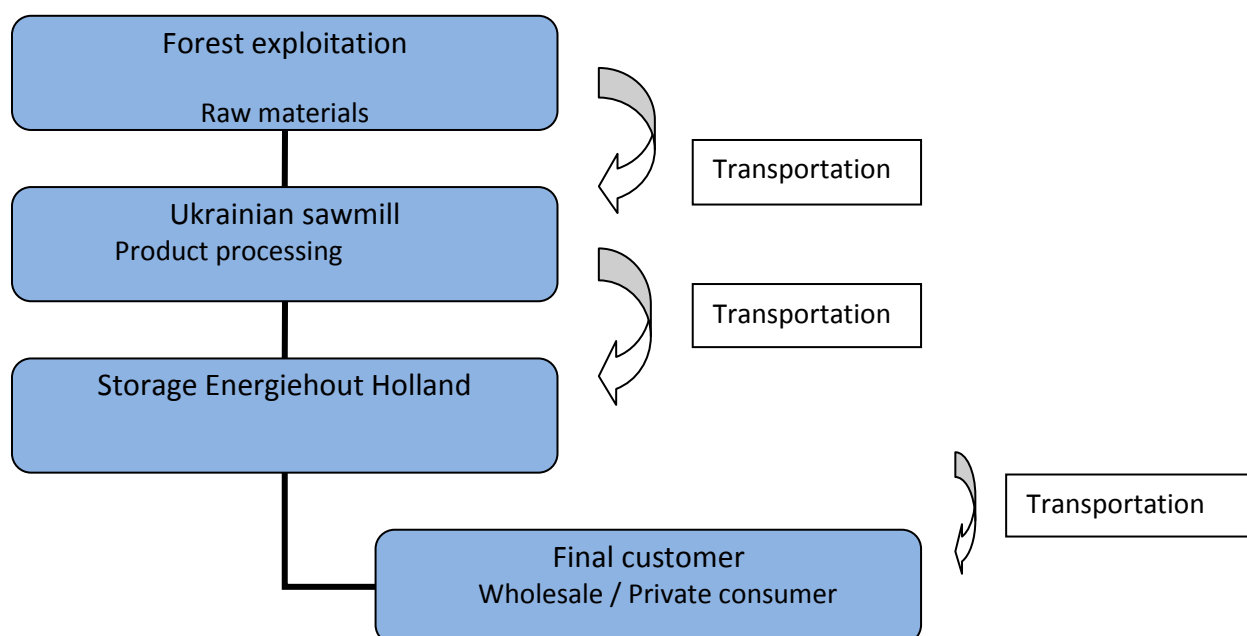


Figure 11 Supply chain firewood

2.6 Distribution

For each of the products of Energiehout Holland there is also a different distribution. Therefore in this chapter the distribution is outlined. How the product is transported from its source to the final end-user. And particularly from the company towards the consumer or other businesses.

2.6.1 Torches

The chain of supply also displays the way Energiehout Holland is reaching its customers. On one hand the company is supplying businesses. These companies order a number of crates and the truck of Houtimport aan de Vecht B.V. handles transport. The cost for transport is depending on the number of crates which is ordered. More than 10 crates means it will be transported franco. One truck can transport a maximum number 66 crates.

In the case of distributing to end-users and straight to their homes, Energiehout Holland is enlisting the help of TNT post. The company will be responsible for packaging and putting it on the post for TNT to send it to the right customer.

So Energiehout Holland will reach its customer by trading crates (B2B), using the company's own transport, and with the use of post TNT via webshops (B2C).

TNT post options

In order for a TNT post contract the company has to have a general idea of how many boxes are sold. This contract includes the weight of the boxes and the size. And because this is still unknown they advised differently. This is perhaps an option for the future when sales are rising and more boxes have to be send.

The other option is to use an option called the 'online verzendservice'.

This service consists of a label we can print and put on the box. There is a service on internet where we from Energiehout Holland need to put in the information about the customer. Then the box has to be transported to the closest TNT post office. Also they can come and pick up 5 boxes for €2,50 at Energiehout Holland. Then with a maximum weight of 10 kg per box they can send it to the end-user for €6,75.

(Appendix 15)

2.6.2 Woodpellets

Once the product has been transported to the Netherlands at the location of Energiehout Holland, it must reach the customers. This can be done with a distribution plan. First the woodpellets need to be produced in Indonesia. There around 55 small bags are placed on a pallet and transported to the harbour by truck. From there it is transported by sea mostly FOB. From Rotterdam the woodpellets are transported, by the company's own transportation truck, to the storage facility in Hardenberg where they can be stored. When Energiehout Holland has for instance a customer for a couple of pallets, the order is placed at the company. It's put into the company's administration office to handle the payment and the transport. Energiehout Holland is part of Houtimport aan de Vecht B.V. and this means they can use the transportation truck but have to adjust to the driving schedule. The Netherlands is divided in five parts where the truck once a day is driving to. **(Appendix 6)**

Example of distribution:

- A customer from Groningen has placed an order of two pallets with each 55 small bags.
- Administration handles the procedure of payment and processing of the order.
- The customer has to pay below thirty days.
- Logistics has put the order into the transportation schedule.
- Factory workers on the day in question process the product so it is ready for transport.
- Transport by truck is bringing the product to the customer.

There are more than 80 pellet mills in North America currently producing an excess of 1 million tons of pellets annually. Markets for wood pellets are well established, especially in the northeastern United States. Rising prices for fossil fuels such as fuel oil and natural gas are leading to increased interest in wood pellet heating. In contrast to the European market for wood pellet heating, Canada and the US have not yet developed the consumer awareness, sophisticated appliances or incentive programs necessary to create significant and sustained demand in the consumer, institutional or cogeneration market sectors. European production of wood pellets is insufficient to meet current demand. It is expected that this deficit will increase significantly due to strong demand from all three major market sectors: residential, institutional and co-generation. In 2007, European wood pellet production is forecasted to be around 5.6 million tonnes and the European wood pellet consumption to be around 6.9 million tonnes. Therefore the European imports of wood pellets are estimated to be around 1.3 million tonnes in 2007. In 2010, forecasts predict that the European production will be around 8.4 million tonnes and the consumption around 12.8 million tonnes. Thus, in 2010, imports were 4 million tonnes.

The main European markets are in Northern Europe: Sweden, Denmark, Netherlands, Germany and Austria.²³

2.6.3 Firewood

Once the product has arrived at the storage facility of Energiehout Holland, a poultry shed. The product is being sold to either a business or straight to a consumer household. Once again the company is relying on the transportation of Houtimport aan de Vecht B.V. The company already has a transportation schedule to which they have to adjust.

An order is either placed on the internet at a webshop controlled by an outsider. In this case they share some profit and the order is sent to Energiehout Holland to be processed. There is information about firewood on the internet (www.energiehoutholland.nl). So the customer can also call straight to Energiehout Holland.

A truck picks up the order at the storage shed and brings it on a certain day to the customer. Difficult is to adjust to a specific date in communication with the customer because of the transportation schedule.

²³ <http://pelletheat.org/pdfs/EuropeanMarket.pdf> European wood pellet import market, wood pellet association of Canada, 2008

2.7 Price calculation

This chapter explains the sales prices and costs related to each product. Private sales imply that Energiehout Holland is selling to a consumer through a webshop. This also means extra costs and therefore different prices. Wholesale calculations show prices in the case when Energiehout Holland is trading with other businesses. This usually implies no taxes and less additional costs. Chapter 7.1 is the annual budget of Energiehout Holland. It shows how much they have to turnover in order to break-even. To reach this goal, for every product the profit is calculated from the costs in the case of private sale and commercial sale.

2.7.1 Torches

The calculation is about the sales of torches and what the prices are when sold in different boxes. The company is trying to sell this product packaged in boxes and send to the end-user by mail, who has ordered them on brandhoutdirect.nl. Therefore these calculations show what the costs and prices are in the case of so called private sales. Divided in boxes of 2 torches and 4 torches per sale.

Table 3 Swedish torch price calculation

	2 torches	4 torches
Private sales		
Purchase price	€3,76	€7,52
1 torch; €1,88		
Wah-jongeren p/u (€12,50)	€0,625	€1,25
Packaging (boxes)	€1,65	€1,90
Total cost price	€6,035	€10,67
(1 box with 2 or 4 torches)		
Profit margin (20%)	€7,54	€13,34
((Costprice/ 80)x 100)		
Transport TNT (per box: €6,75,-)	€6,75	€6,75
Sales price per box (excl VAT)	€14,29	€20,09
Including profit and transport		
Sales price (incl VAT)	€17,-	€23,90
Profit per sale	€1,50	€2,67

A calculation has been made and it showed how fast the workers could package the torches in boxes. From this a conclusion was drawn and the costs for the employer and thus also the costs of packaging were set:

- Package 20 boxes with 2 torches in an hour $(20/12.50) = €0.625$
- Package 10 boxes with 4 torches in an hour $(10/12.50) = €1.25$

To send the box to the customer TNT delivery is enlisted. **(Appendix 15)**

Boxes are bought from Rajapack B.V. Energiehout Holland still has to decide which are the most suitable boxes. But these are the prices used so far.

- 48x33x30 €1,90
- 35x35x35 €1,65

The following table is a complete view of the sales of torches, in particular the wholesale. The private sale included the calculations on what the prices are per torch, when they are sold in boxes of two, three and four. Also the wholesale is shown and what the prices are if sold straight to other businesses.

Table 4 Swedish torches price calculation (2)

	Wholesale (1 pallet)	(>4 pallets)	(Franco >10 pallets)
Purchase price torch	€1,88	€1,88	€1,88
No VAT has been paid over this			
1 pallet includes 72 torches	€135,36	€541,44	€1.353,60
Profit margin (20%)	€169,20	€676,80	€1.692,-
Transport (H ad V)	€35,-		
Transport 4 pallets		€75,-	
Transport franco			€0
Sales price (excl VAT) Incl transport and profit	€204,20	€751,80	€1.692,-
Profit per pallet	€33,84	€33,84	€33,84
Profit per torch	€0,47	€0,47	€0,47

The purchase price include the production of torches, the design crate, the transport from Ukraine to the Netherlands. Also from the import no taxes are paid. So these VAT are not billed again.

Boxes have different sizes with different prices depending on the amount sold to the end-user. Boxes are bought from Rajapack. A company first offered by another employer of houtimport aan de vecht B.V.

Houtimport aan de Vecht B.V.'s own transportation in accordance with the schedule made by the company as well as the transport price per pallet. Transport is franco in case of large amounts.

2.7.2 Woodpellets

The woodpellets could eventually be sold both private and commercial. However the products arrive at the company on pallets. On these pallets are stacked 55 smallbags with each 14kg of woodpellets bonded in plastic bags. The best way now to sell is business to business. The calculation shows a purchase price per kg; €0,186. However the calculation of the 1 small bag includes the sales prices when sold to a consumer. Thus including a box, packaging, and TNT transportation.

The following table is also calculated with a margin of 20%. Prices Energiehout Holland is using now are a bit lower in order to compete.

Table 5 woodpellet price calculation

Woodpellets	1 small bag (Private sales)	1 pallet 55 smallbags	10 pallets	Big bag 750kg
Purchase price (€0,186/kg)	€2,604	€143,22	€1.432,20	€139,50,-
Costs in case of private sale Box : Packaging :	€1,65 €0,625			
Total cost price private sales Per small bag	€4,879			
Profit margin (20%)	€6,10	€179,03	€1.790,30	€174,38
Transport (Houtimport aan de Vecht B.V.)		€35,-	Franco	€35,-
Transport TNT (In case of private sales)	€6,75			
Sales price (ex VAT) (Profit + transport)	€12,85	€214,03	€1790,30	€209,38
Profit per sale	€1,22	€35,81	€358,10	€34,88

The profit margin is set around 7.5% in order to compete with the competition. But this calculation shows the prices when Energiehout Holland is trading with the traditional 20% profit margin. Also

included is the price for when the company decides to also sell woodpellets with the use of brandhoutdirect.nl. This calculation is shown at the private sale. But this calculation is when one small bag is packaged in a box and send to the consumer. But what must be taken into account is that multiple bags can be placed in a box in the future.

Furthermore the calculation of the wholesale. This is done separately because when sold wholesale there aren't as many costs when sold privately.

2.7.3 Firewood

This is the calculation concerning firewood. In this case it doesn't really matter whether the customer is a business or a consumer. Prices are very capable of competing on the market. However there is no customer base. But this calculation shows a profit of €37,50 per pallet firewood with around 2m3. The difficulty is that the company already has few effort to spend in Energiehout Holland and this product has to lowest priority but there is a shed full of firewood in stock. These will have to be sold eventually, luckily with these prices it is definitely possible.

Table 6 Firewood price calculation

	1 crate (2m3)	5 crates	>10 crates
Purchase price	€150,-	€750,-	€1.500,-
Profit margin (20%)	€187,50	€937,50	€1.875,-
Transport	€35,-	€75,-	franco
Sales price (excl VAT)	€222,50	€1.012,50	€1.875,-
Incl profit and transport			
Profit per pallet	€37,50	€37,50	€37,50

Profit margin is 20%. This in order to cover the fixed costs of Energiehout Holland. The purchase price includes the transport, production and packaging of the firewood. Again the transport prices of the company are set. Resulting in a sales price for firewood.

2.7.4 Ecogrill

The price calculation of the Ecogrill is much the same as the torches. They are sold the same way in boxes to the consumer. Also wholesale is important, entire pallets straight to another business. That's why first the private sales is shown and after that the table on wholesale price calculation. There are two different Ecogrills each with a different size. Each of the calculation shows the prices when it's sold in a box of two, three and four grills. Mainly this is two grills therefore the calculation shows only in the case of two grills.

Purchase prices per grill are:

20-24cm: €2,90 and 24-28cm: €3,95

Table 7 Ecogrill price calculation

Ecogrill	20-24 cm	24-28cm
Purchase price 2 grills	€5,80	€7,90
Costs:		
Packaging (Wah-jongeren)	€0,65	€0,65
Box price	€1,65	€1,90
Total cost price	€8,10	10,45
Profit margin (20%)	€10,13	€13,06
(Transport PostNL)	€6,75	€6,75
Sales price (Excl VAT) box with 2 grills	€16,88	€19,81
Sales price (private sale) 2 grills (Incl VAT)	€20,09	€23,57
Profit per sale	€2,03	€2,61

Private sales are in case Energiehout Holland will handle sales themselves. That means extra costs with the transport of PostNL. In case they take over responsibilities of brandhoutdirect.nl. The way now is that an external webshop is selling for Energiehout Holland. That means fewer costs like packaging and transport costs.

Transport on pallets sealed with plastic. A pallet will hold 60 grills with size 20-24cm and 52 grills with the size 24-28cm.

Again the costs for the "Wah-jongeren": €12,50 p/h

Package 20boxes with 2 grills in an hour: €0,65

Package 15boxes with 3 grills in an hour: €0,83

Package 10boxes with 4 grills in an hour: €1,25

The second Ecogrill calculation shows the wholesale prices. Sales in this case imply only sealed pallets and sales to other businesses (wholesale).

Table 8 Ecogrill price calculation

Ecogrill	20-24cm 60/pallet	24-28cm 52/pallet
Purchase price per grill	€2,90	€3,95
Pallet sealed	€174,-	€205,40
Profit (20%)	€217,50	€256,75
Transport	€35,-	€35,-
Sales price	€252,50	€291,75
Excl VAT		

2.8 Strengths and weaknesses

These are formed using the chapters that came in advance. They are factors which gives an overview of the internal strengths and weaknesses of Energiehout Holland.

Strengths	Weaknesses
- Experience Energiehout Holland is part of Houtimport aan de Vecht B.V. Resources, experience and connections in 12 years of timber trade. (ch. 1.2) - Transportation Houtimport aan de Vecht B.V. has its own transportation trucks and system. Energiehout Holland can use this for the transportation of the biomass products. And a webshop to reach the consumer directly. (Ch. 2.6) - 'Rozij-Werk' Rozij-werk is a company which reintegrates young people with limitations into the business world. Cheap workers and good job coaching from Rozij-werk to help them. (Ch. 1.4) - Prices Energiehout Holland is more than capable of competing with prices on the market. (Ch. 2.7 & 3.1) - Sale of biomass products The market wants and needs to be more responsible and sustainable in the business world. And the products are alternative energy sources. (Ch. 2.2.3) - Financially stable Energiehout Holland is integrated with Houtimport aan de Vecht B.V. Therefore the company has storage, administration, logistics and finances plus experience and resources. (Ch. 1.2)	- Saturation of the market The market, especially firewood en woodpellets, is very saturated. Many companies trying to achieve sales with the same products and with minimal prices. (Ch. 3.1) - Forecasts Ecogrill and the Swedish torch are fairly new products on the market. Makes is hard to formulate a strategy but to selling everything and make a choice how much you order. Basically day to day trade but order in advance because it takes a while to transport and produce the product. (Ch. 5.1) - Supply It's hard to make decisions and agreements when sometimes products are not delivered on time. Torches come from Ukraine where the culture is different. Also woodpellets come all the way from Indonesia. (Ch. 2.5.1) - Storage Products which are ordered and not sold are stored in an old poultry-shed. Although this is a temporary option its expensive when the company doesn't know when products are ordered. (Ch. 2.6.3)

3. Market analysis

The following chapters contain the marketing analysis of the biomass products of Energiehout Holland. For the three products the analysis consist of a competition analysis and a customer analysis.

The urgency for renewal and trying to keep up with the saturation of the market has been increasing. Energiehout Holland is trying to innovate by selling the proposed biomass products. They've responded by expanding the business of Houtimport aan de Vecht B.V. and by selling these products. The pressure on companies has highly increased on most markets. This is due the growing amount of competitors, lowering of trading barriers and also the growing pressure for companies to produce new products.²⁴ Energiehout Holland wants to enter the market with the Swedish torch, woodpellets, firewood and the Ecogrill. Prioritized are the torches. This is because of these they have the most products and because this product has the best potential for expansion. This research will show the market of customers and competitors. Conclusively this will also result in the external factors of Energiehout Holland, threats and opportunities.

3.1 Competitors analysis

3.1.1 Swedish Torch

The competitiveness of the Swedish torch is depending on the number of traders whom supply these torches. There are several types of them on the market already. Exactly the same way as Energiehout Holland is supplying. There are already crates filled with torches available at 'Intratuin' stores. However the number of businesses and stores available really outweigh the supply. To find out exactly who the competition is, will be very difficult. The companies won't usually tell who is supplying them. This means certain timber traders also import the same as Energiehout Holland, torches from abroad and sell them to stores such as Intratuin. For instance at Intratuin a torch from "Esschert Design" can be bought for €5,99 per torch. The torch is complete with rope, a firestart block and a manual.

Perhaps the coming years, other companies might use this idea of selling torches. They will try to out compete the competition in price and in supply.

As said the company is unknown and is unknown were the torches are made. However in comparison with prices and the number of stores found so far who already sell these torches is minimal. Energiehout Holland is certainly not the first and exclusivity is out of the question. Therefore the company has to make sure that the price, quality and service of the torches are so that they can compete. Energiehout Holland has set a minimal price in order to enter the business to business market.

The company called "Esschert Design" is an intermediary between the torch trader and stores such as intratuin. This means that the margins are very small. In the case of Energiehout Holland, the

²⁴ Literature, the marketing plan handbook, Marian Burk Wood, 2007

company is buying straight from the factory in Ukraine and selling to the stores. And in comparison “Esschert Design” could be a customer of Energiehout Holland but then the commercial sales price has to be lower.

Similar products are called the “Boomfakkel” or the “Ecoflame”.



Figure 12 “Ecoflame”



Figure 13 “Boomfakkel”

Below a list of websites including the prices. These sites already sell torches with the use of a webshop.

Table 9 competitors with similar products

Ecoflame	Price (excl) (1 torch)
Terraskachels.nl	€8,25
eco-logisch.nl	€10,50
krejatief.nl	€10,50
Outdoorrelax.nl	€10,95
Boomfakkel	
Beteropenhaardhout.nl	€17,- (incl)
Boomfakkels.punt.nl	€8,- (incl)
Tuinstek.nl	€13,50 (incl)

Sales with the use of a webshop are important to Energiehout Holland. The product is going directly towards the end-user via post-delivery. The company has to make a decision whether to take control of a webshop and take all costs for themselves. Or they let the webshops be external and let them be responsible for sales. However sales on a webshop are already happening due to the collaboration Energiehout Holland has with vankaarstotservet.nl.

Below a list of websites whom sell torches.

Table 10 Swedish torch competitors (webshops)

Webshop	Price (25cm) (excl)
Barbequeland.nl	€7,95 /torch 25cm
Fonq.nl	€15,90/torch
Wehkamp.nl	€12,95/torch
Agradi.nl	€7,40/torch
Outside-wishes.nl	€6,75/torch
Trendsandvision.nl	€7,50/torch
Following webshop already offers torches from Energiehout Holland:	
Fakkels.eu link to: vankaarstotservet	€32,49 / 4torches
Vankaarstotservet.nl	€8,29/torch
Krejatief.nl	€7,50/torch
Brandhoutdirect.nl	€5,- /torch

3.1.2 Woodpellets

The analysis about the competition is added to the appendix. It's a detailed list of the competitors prices, quality, product assortment, their weaknesses and strengths. The analysis consists of companies who are offering the same product, woodpellets. Differences could be the supply, prices and whether or not they sell with the use of a webshop. Most important for Energiehout Holland is whether or not they can compete. The research shows that prices are, in comparison, quite high. Therefor the company can definitely compete but then the profit margin is smaller.

All these website are businesses whom trade in woodpellets. As seen there are a lot of companies and price ranges from €395,- for 66 small bags to €230,- for 55 small bags. Most pellets come from abroad such as Germany.

(See **Appendix 22** for more details)

3.1.3 Firewood

Almost all these companies whom are trading in firewood are specialized in this particular sector. Besides firewood they don't trade in anything completely different. They focus completely on the firewood market. That's what most of them have in common. Customers know they buy a product from a specialist and get quality in return. Most of these companies also have regular customers and they come back to the same company. The analysis shows the prices of the firewood, the assortment of the company's products, their weaknesses and strengths.

(For more details: **Appendix 23**)

3.2 Customer analysis

In this part the buying behaviour and the needs of the potential customer is discussed. To begin with a small introduction about a conversation at "Intratuin" concerning Swedish torches. The store was selling torches for €6,- a piece. After a while they lowered the price down to €5,- because they weren't selling very quick. They thought that perhaps the customer thought the price was too high. The store can afford a lowering in price and still make a profit. For the sake of this report was asked why *they* would buy it and they said that it was a product which fitted perfectly in the assortment of Intratuin. And customers would slowly buy them but probably not very quick as sales of the store showed. Therefore the store would only buy one crate (70 torches) at a time before sold out.

3.2.1 Swedish Torch

The potential number of customers for the Swedish torch is particularly large because of what the product is used for. A necessity for all homeowners is a place which can be used to burn a torch. Only apartments with no outside room or garden would have difficulties to use a torch. It is therefore hard to divine how many consumers are available. However for Energiehout Holland it is divivable because of the trade to other businesses. Below is a list of potential stores which are able to supply the customer.

Customer list of torches; campings (**Appendix 20**)

All the company needs to find is a store which recognizes the potential and number of users possible. The demand, in the case of this fairly new product, is depending on the supply. This means that from Ukraine the supply is relatively unstable.

Table 11 Potential customers Swedish torch

Garden stores (independent stores) - Intratuin (60 stores throughout the Netherlands) - Welkoop (50 stores throughout the Netherlands) Do it yourself - Gamma (>100 stores) - Kwantum (>100 stores) - Karwei (>50 stores) - Formido (>50 stores) Gasstations - Shell - Q8 - And more Camping (appendix 20) - camping gear stores - camping on-site stores Stores - Xenos - Blokker	Not always are products delivered on time therefore it is hard to plan an exact time of arrival of newly produced torches. There is however already a small demand but the company has to create the awareness of the product by supplying the stores. But first create awareness among the businesses. Also with the use of advertisement Energiehout Holland will reach the end-user. So the target group for Energiehout Holland are companies and stores ideal for a Swedish torch. But the target group of end-users is much bigger. This market is Energiehout Holland supplying with the use of a webshop, offering the torch straight to the end-user. There are therefore two different types of customers for Energiehout Holland; Private consumers and commercial businesses. The private users are looking at different things in comparison with the businesses. The private end-user is looking
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more at the product and what it would need for. It's quality, uses and price and exclusivity. A commercial customer is looking at the prices, the supply and the quality.

The fact that the product is fairly new and unknown to most consumers means it creates a different view from customers.²⁵ So why would customers buy the product. Firstly the product is air-dried and will burn very well. Also the product can be bought complete with rope and a firelighter. The product can be stored and used when the time is right without problems. So the customer could buy it, not yet knowing what it's going to use it for. And because the uses are plenty as well as the places needed to use it, the customer could buy it as an impulse but also especially because he wants it. A trend could be the coming summer when the torch can be lit on a clear night in a garden. The torch creates an atmosphere seen only when timber is burned. This is an esthetical reason for the consumer to buy the product. Also as a gift or Christmas package it could be sold. In fact there are a number of reasons but it remains unknown and to be seen if the price and the use for each customer is good enough to buy this product.

²⁵ Literature, The marketing plan handbook, Marian Burk Wood, 2007

Energiehout Holland is not looking for any competitive prices. They calculate the costs, add a small profit margin and that will be the sales price.

Although for Energiehout Holland it would be ideal if they could supply stores like 'Intratuin', 'Welkoop' or 'Kwantum' on a monthly/yearly basis. And on the other side the company is managing a webshop. Here private consumers place an order for Swedish torches which will then be send from Energiehout Holland in Hardenberg, straight to the user. For these different ways of trade are also different prices. The costs for the private market are higher because of the extra work which has to be done.

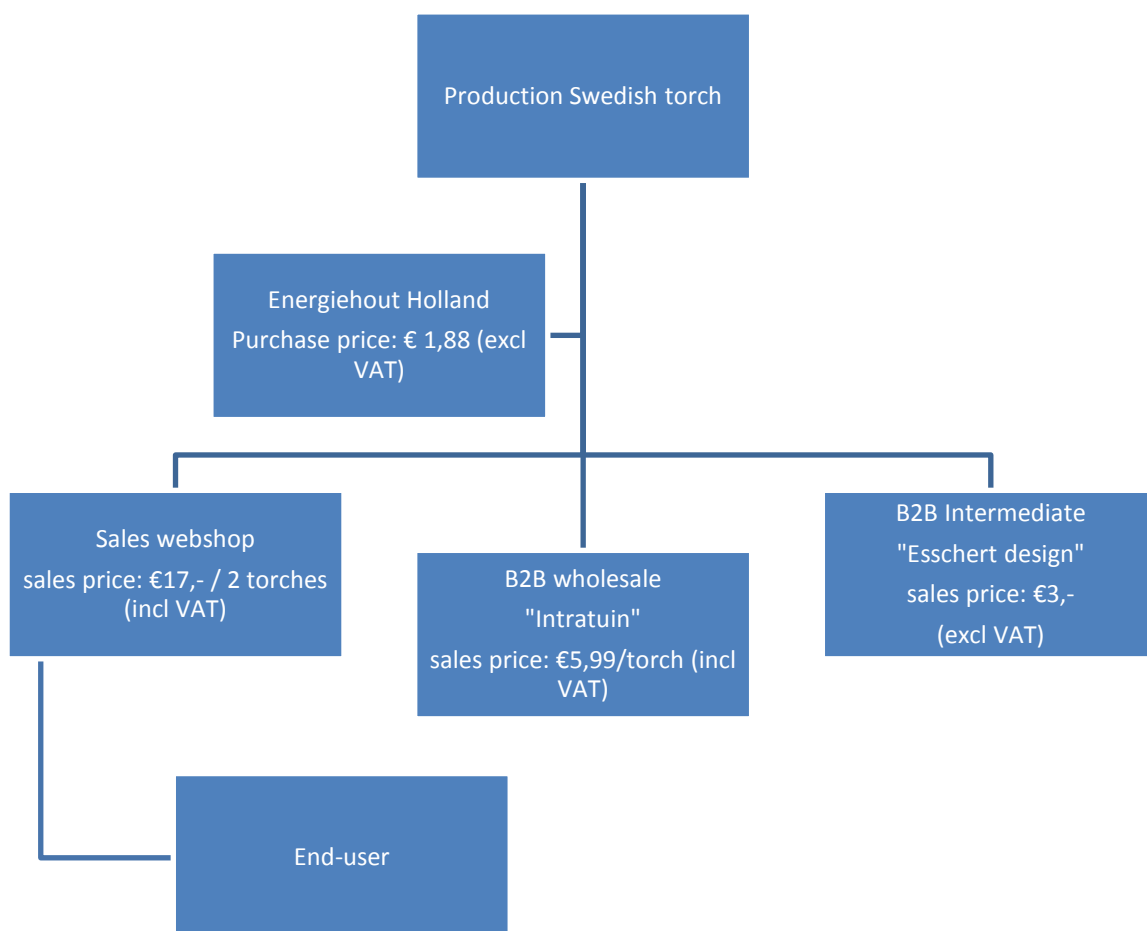


Figure 14 Overview of the market including the prices at each sector of the supply

3.2.2 Woodpellets

In this part I will research the wishes and behaviour of the potential customers. Does the end-user require the product from Energiehout Holland and how much will he pay or why he would. Know your customer beforehand.

First of all Energiehout Holland is a trader which means that the private customer will not buy directly from the company. Rather through intermediates. This is in the case of the small bags. Energiehout Holland is willing supply however needs the product. The different sectors show that Energiehout Holland is able to supply both the private households as well as the small businesses and farms which use pellet boilers as factory heaters. So there are already two groups which fall in this category. However as shown above in the sector analysis, the most amount of woodpellets is used in powerplants. They are not yet potential customers because the company has a supply which is too low.

Any company using over 2 tons/year is in theory a potential customer for Energiehout Holland. There are 1000 pellet stove users in the Netherlands which are potential customers and around 4000 pellet boilers at companies and businesses.²⁶ However Energiehout Holland cannot supply the larger users of over 500 tons.

Table 12 Woodpellet market

The woodpellet market²⁷	Amount
Amount consumed NL	1,5 million tons
Amount produced in NL	100.000 tons
Number of private pelletstoves in NL	Around 1000
Pellet boilers at companies <1 MW or <1000tons/year	Around 3000
Pellet amount used Avg household	1/2 tons
Pellet amount Avg business/farm	100/200tons
Pellet amount Avg powerplant	>1000 tons

²⁶ <http://www.cbs.nl/nr/rdonlyres/f1ed185c-1da7-4b70-9203-13ab6c895688/0/2010c89pub.pdf> Hernieuwbare energie in Nederland 2010

²⁷ <http://www.bioenergytrade.org/downloads/iea-task-40-country-report-2011-the-netherlands.pdf> IEA bioenergy country report, The Netherlands 2011

Consumers and potential customers consist of: ²⁸

- Large amount users (Medium scale users, Bulk)
 - o Main users for energy country wide. 'Pellet-Power plants'
- Companies which use pellet stoves to heat the building (small scale users, Bulk and big bags)
 - o Farmers (small shed heating) such as, poultry farms, pig houses etc.
 - o Companies (swimming pools, businesses etc.)
- Private users (small scale users, small bags)
 - o Pellet stove household
 - o Small businesses
 - o Other end-uses with woodpellets

All these users are buying out of a necessity. They have chosen to use an alternative source for energy and warmth. So they would need a constant supply. And probably each of these customers is loyal and stays, because it's easy, with the same supplier. Consumers with an installation based on wood pellets need a regular supply with minimal effort and hazards. Therefore the customer is staying close to where it has bought the installation or the customer is looking for the cheapest supply. ²⁹

These are only just the suppliers of pellet stoves and all are potential customers. When they sell a pellet stove to a private consumer they also offer to supply the woodpellets. Energiehout Holland should then be the company to supply these pellet-shops with small bags. Then the target groups would be: B2B woodpellet trade. Pellet stove shops, farm pellet boilers and timber traders.

List of potential customer – business to business (**Appendix 21**)

3.2.3 Firewood

Energiehout Holland is offering firewood with a limited stock. They have an amount of around 50m3 of dried firewood in storage. Until now customers knew about it through an acquaintance or via a webshop, for instance brandhoutdirect.nl. This is a webshop which sells firewood for Energiehout Holland, and customers were far and wide. People with a firewood installation that are not able to get firewood for free or very cheap, the only option is ordering with someone who is selling. As said before only 30% of users buy firewood.

Customers for Energiehout Holland are once again both private and commercial. The commercial side are the businesses trading with firewood. The competitor analysis shows that there are many businesses with prices that far exceed ours. So a company who is willing to buy and sell with a small margin will also be a customer. Furthermore there are the woodstove traders. They often supply their customers with timber, as they do with wood pellets.

²⁸ http://thewoodcoaladvocacycouncil.com/images/stories/Development_European_Pellets_Market.pdf
Development and promotion of a transparent european pellet market, 2009

²⁹ http://www.biomasscenter.org/images/stories/Wood_Boiler_Systems_electronic.pdf Wood boiler systems overview, BEREC. Biomass Energy Resource Center

The strategy Energiehout Holland is going to use is based on this fact; not many people buy firewood for the prices which are maintained by most of the firewood traders. For instance €300,- /2m³ is quite a lot for some households. And they will look for the many cheaper options that are out there. Therefore a possible strategy which Energiehout Holland can use is, try to focus on the richer environment. Rich villages with big houses and most of them have a wood burning installation. They are capable and willing to buy for the luxury of well dried timber delivered in crates at home. To raise the awareness among the consumers Energiehout Holland is going to send round a flyer with information about firewood. Another possible option to keep in mind would be the customers of torches. Businesses such as Intratuin and kwantum or gardenstores they mostly also have firewood in their assortment. Once a relationship is established Energiehout Holland could also try to supply these companies with firewood.

3.3 Porter's 5 forces ³⁰

Threat of competitors

The market of Energiehout Holland is large in itself. There are four products so far with each a different kind of market. Perhaps the Ecogrill and Swedish torch are relatively the same in relation to the target market. However these products can be made by anyone with a decent supply of timber. But the real strength of the Swedish torches for Energiehout Holland is that they are being produced in Ukraine for very low costs and they are close to the source of production. This keeps the price of the torches for the company at a competitive low level. There are no patents or rights that have an influence. Quality can be a competitors advantage. The woodpellets of Energiehout Holland aren't of the best quality available. Plus the market of prices is very sharp. So the barrier for new competitors is low but Energiehout Holland has got a good price with few costs. But profit margins have to remain low in order to compete. No patents can be claimed and so competitors are never far behind when they choose to be. So far there are many types of woodpellets. Also the Swedish torches is already available in a number of ways. The product remains the same but are supplied by a couple of companies in the Netherlands. The biomass product of Energiehout Holland are also easily substituted. Meaning many competitors can sell the same product.

Buyer power

Is the ability of customers to put the company under pressure. And this can be done for example when they don't buy the product. This can be because of a high price, brand or no value. However the buyer power in this case of high. They products supplied by Energiehout Holland are biomass products. Therefor there is a choice attached of being conscious about the environment.

³⁰ Mindtools, Porter's Five Forces (Appendix 26)

Degree of rivalry

The higher the rivalry the more detrimental the competitiveness of the industry will be. Timber trade has a history of being competitive. Low margins are a result of that. This is the only way to compete with prices. Unless a new product is brought onto the market with few knowledge and information. Therefore the rivalry concerning torches is not as high as firewood and woodpellets. The best thing for Energiehout Holland would be to be a permanent supplier of woodpellets for a factory for instance. Trust and relationship mean quite a lot in the timber trade. However with low prices and small margins attached. The Ecogrill is only offered by Energiehout Holland. Therefore the rivalry comes from another but same type of product.

Threat of substitutes

The threat of substitute products is high. Woodpellets and torches are products which can be produced quite easily. The Swedish torch can be made by anyone with a chainsaw. And woodpellets are compressed from the leftovers of sawmills. Therefore the supply of these products is very high with much competition. However for Swedish torches that's a bit different because it hasn't been long since this product is for sale like this. Meaning that consumers can buy them at "Intratuin" and other stores. Energiehout Holland has an advantage because of a low price and a steady supply concerning woodpellets.

Supplier power

Supplier power is high in relation to the market of inputs. Few suppliers can offer to many possible buyers. And again this is different for the four products of Energiehout Holland. But seeing as the supplier of torches can choose whom to supply the choice would be who would pay the most. For the torches the power is high. For woodpellets is low. There are many producers of woodpellets. And the market is still growing. The Ecogrill is supplied exclusively by Energiehout Holland in the Netherlands. But unknown is for how long this can remain.

3.4 General analysis of the market and economy (DESTEP³¹)³²

- The internet made it possible for customers to reach out therefore the market is now national and not limited to your surroundings. It is also the age of Twitter and Facebook, perfect ways for big companies to exploit advertisement and put consumers into specific sectors and boxes. For Energiehout Holland this means choosing a specific customer to focus on. Advertising on the internet is also a possibility for the company considering they would like to reach the end-user.
- The environment has become much more important in the eyes of the consumer. They are getting more and more aware of certain facts about how the industry works. They sometimes want to make sure it is a responsible product they are buying and not destructive in a sense. Meaning durable sources, responsible trade and with an eye on the future at least. However the impression of durable energy towards woodpellets is still low (**see appendix 14**)
- The government is setting some ground rules concerning the environment and the issue of too much carbon and pollution. For instance the Netherlands have to make more energy from durable sources. Woodpellets is one of these alternatives which is an advantage for the biomass products of Energiehout Holland.
- Suppliers of Energiehout Holland are located in Eastern Europe. This is a cultural difference and an agent is needed for communication. This can increase the risks for the company, however it's what's necessary. For instance the quality checks are harder to do. Also production progress and appointment on deliveries are hard to ensure.
- The economy is still very much so in a crisis. Major Banks hold all the power. Small companies are easily going bankrupt, bigger companies are only getting bigger and diversification is declining. This is called globalisation. The urge and tendency for a world government and one world currency. This point is unfavourable for everyone. Factors such as failing banks in Spain and Greece even have an influence on the international investments. All in all is everything has to become cheaper in order to compete with the big producers.
- The Chinese market is on the rise. (**Appendix 24**)
- Forests are declining at a rapid rate. Especially the tropical species such as Merbau or Meranti will become rare in the long run. The future lies in plantations, carefully managed forests and perhaps wood modification.
- Timber is and always will be necessary. It's far more beneficial for both the company and the local people to trade from durable sources.

³¹ www.intemarketing.nl/marketing/analyses/destep

³² Literature, The marketing plan handbook, Marian Burk Wood, 2007

3.5 Opportunities and Threats

These are formed using the chapters that came in advance. They are factors which gives an overview of the external opportunities and threats of Energiehout Holland.

Opportunities	Threats
- Newly started company A newly started company is trying to reach profitable trades. Therefor resourcefulness and determination are priced assets in the beginnings of a new company which Energiehout Holland has in spades. (Ch. 1)	- Competition Easy substitution concerning torches and woodpellets. (Ch. 3.3)
- Innovative products This is a new product which is brought onto the market. It's easily made but not everyone has availability towards timber. It can also be placed in any garden. (Ch. 2.3.1)	- Suppliers It is hard to figure how many manufactures of torches and pellets there are. Therefor the suppliers have a direct influence on the market and its prices and competitors. (Ch. 2.5)
- Biomass products in general Conscious about the environment is what companies are trying to show consumers. Biomass products are an answer to an alternative energy. And consumers are getting more and more aware of these choices. (Ch. 2.3)	- Specialities Many companies are trading firewood. They are highly specialized in just the sales of firewood. They mainly do not sell anything else that isn't the same. (Ch. 3.1.3)
- Chinese market The market in Asia is growing rapidly. A large market for biomass products is appearing there to fulfil the environmental goals set by the country. (Ch. 3.4)	- Transportation When large distances have to be crossed that leaves a higher risk. For instance deadlines aren't being met due to transportation problems. (Ch. 2.5 & 2.4.3)
- Prices The competition has, concerning Swedish torch and firewood, higher prices. (Ch. 3.1)	- Hot winter Energiehout Holland is selling biomass products to offer energy as in warmth. Woodpellets can be burned inside homes however this can only be the case of winters are cold. Same goes for firewood.

3.6 marketing mix³³

The four P's described in the marketing mix are ingredients for the manager in charge which he can control. Subject to internal and external constraints of the environment. The goal is to decide the customers, or target market, to create value and generate positive response.³⁴ Energiehout Holland is launching itself as a new company and one must attempt to identify with clarity which of the components is likely to provide the company with the maximum cutting edge. At the end of the mix analysis, a useful insight should be gained into the relative value of the various components of the mix. It's an ongoing progress, for instance, advertising may be vital during the launch period but once a high level of awareness is reached its value may diminish.

Product, part of the four Ps model, is to satisfy the consumer needs and to create a custom solution.

Price is for reflecting the total cost of ownership. Many factors affect cost and it will assist in lifting out the competitors.

Promotion, which represents a broader focus such as advertising, public relations, personal selling, viral advertising, and any form of communication between Energiehout Holland and the consumer.

Place concerns the rise of internet and new models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product and finding information about the product.

The table on the following page shows the different ingredients of the four P's. Each of the P's consists of different components which are important to the P. Therefore they are attached to the four biomass products of Energiehout Holland. It will show what's important and less important. It's purely a judgmental perception of the relative importance of these ingredients.

³³ The essence of marketing, Simon Majaro, marketing mix, 1993

³⁴ www.netmba.com/marketing , business knowledge center

Table 13 marketing mix of products³⁵

		4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1
Place	Customs clearing																
	Speed of order																
	Stocks																
	Delivery																
	Transport																
	Locations																
	Channels																
Promotion	Direct marketing																
	Selling																
	PR and publicity																
	Sales promotion																
	Advertising																
Price	Cost/benefit in use																
	Commissions																
	Installments																
	Discounts																
	Payment period																
	Credit terms																
product	Quality																
	Guarantees																
	Features																
	Service																
	Warranties																
	Packaging																
	Brand name																

Scoring:

4= essential

3= important

2= worth
considering

1= unimportant

The table shows that for each product the mix is quite different. For one product a factor might be more important than the other. For instance the channels for torches is essential if Energiehout Holland wants to reach the consumer and because this product has a priority. Similarly, advertising may be viral during the launch period, but once a level of awareness is reached its value may diminish. Stock is a component which is important for all products.

³⁵ Essence of marketing, the marketing mix

4. Strategy analysis

In this chapter the SWOT is analyzed to form possible strategies and recommendations. In accordance with the SWOT method, strategies and fixes can be formed by cross exempling the analysis. Like this:

- Weaknesses – opportunities > internal strategies
- Strengths and threats > external strategies
- Future strategies can be formed when everything is taken into account.
These are decided by the companies salesmen. But offered in this report is advice and recommendations in chapter 5 and 6.

4.1 Internal strategies

Internal fixes are formulated by putting the weaknesses and opportunities together. How can Energiehout Holland use these opportunities to overcome the weaknesses they are experiencing. (Appendix 25)

Internally the company can improve, fix and change certain factors to enhance sales. These strategies can be formed when the strengths and opportunities are analyzed against each other. For Energiehout Holland to maintain a position in the market the company had to innovate. That mend the sales of biomass products. These strategies are conclusions and recommendations of this report. Further on in the report (chapter 6) these strategies are further analyzed and explained.

WO strategy analysis for internal fixes	Weaknesses 1. Saturation of the market The market, especially firewood en woodpellets, is very saturated. Many companies trying to achieve sales with the same products and minimal prices. 2. Forecasts Ecogrill and the Swedish torch are fairly new products on the market. This will mean it's hard for Energiehout Holland to predict sales and how the best way to reach the consumers. 3. Supply It's hard to make decisions and agreements when sometimes products are not delivered on time. Torches come from Ukraine where the culture is different. Also woodpellets come all the way from Indonesia. 4. Storage Products which are ordered and not sold are stored in an old poultry-shed. Although this is a temporary option its expensive when the company doesn't know when products are ordered.
---	---

Opportunities Newly started company A newly started company is trying to reach profitable trades. Therefor resourcefulness and determination are priced assets in the beginnings of a new company which Energiehout Holland has in spades. Innovative products This is a new product which is brought onto the market. It's easily made but not everyone has availability towards timber. It can also be placed in any garden. Biomass products in general Conscious about the environment is what companies are trying to show consumers. Biomass products are an answer to an alternative energy. And consumers are getting more and more aware of these choices. Chinese market The market in Asia is growing rapidly. A large market for biomass products is appearing there to fulfil the environmental goals set by the country. Prices The competition has, concerning Swedish torch and firewood, higher prices.	Strategies for internal fixes - The saturated market mainly implies firewood. There is much competition but nevertheless a storage of good usable firewood with a price which is very good in relation to the competition. - Energiehout Holland is now relying on Arjo Brink alone. Therefore if more effort is spend in the company, the results will then improve as well. - Rozij-werk is supplying Houtimport aan de Vecht B.V. with employees. When sales are rising Rozij-werk is an excellent option to hire an extra employee for Energiehout Holland. - Keep firewood in the assortment at least until after a small advertising in the close surroundings of the company. There are stocks left to be sold. Then outweigh the cost-benefit ratio. Like can the company find enough customers to reach sales of at least 10-20m3 a month. - See if it's possible, time and money wise, to take a look at the international market. Mainly woodpellets. This market is potentially increasing.
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4.2 External strategies

External fixes are formulated by comparing the strengths and threats of Energiehout Holland.

To get a view of the external factors the threats and weaknesses are analyzed. Once again a personal view of this report. To form these strategies the external strategies are comprised from the customers, competitors and Porter's 5 forces marketing mix. Thus external strategies can be formed to improve on the market. It also gives a good view of most players on the market. Conclusions concerning prices, advertising and supplier decisions can be made more easily.

ST strategy analysis	Strengths Experience Energiehout Holland is part of Houtimport aan de Vecht B.V. Resources, experience and connections in 12 years of timber trade.
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	2. Transportation Houtimport aan de Vecht B.V. has its own transportation trucks and system. Energiehout Holland can use this for the transportation of the biomass products. 3. 'Rozij-Werk' Rozij-werk is a company which reintegrates young people with limitations into the business world. Cheap workers and good job coaching from Rozij-werk to help them. 4. Prices Energiehout Holland is more than capable of competing with prices on the market. 5. Sale of biomass products The market is showing more and more signs of trying to be responsible and durable in the business world. And the products are alternative energy sources. 6. Financially stable Energiehout Holland is integrated with Houtimport. Therefor the company has storage, administration, logistics and finances.
Threats 1. Competition Easy substitution concerning torches and woodpellets. 2. Suppliers It is hard to figure how many manufactures of torches and pellets there are. Therefor the suppliers have a direct influence on the market and its prices and competitors. 3. Specialities Many companies are trading firewood. They are highly specialized in just the sales of firewood. They mainly do not sell anything else that isn't the same. 4. Transportation When large distances have to be crossed that leaves a higher risk. For instance deadlines aren't being met due to transportation problems. 5. Hot winter Energiehout Holland is selling biomass products to offer energy as in warmth. Woodpellets can be burned inside homes however this can only be the case of winters are cold. Same goes for firewood.	Strategies for external fixes 1. The market for woodpellets is rising and countries and companies are focussing on alternative energy and woodpellets are a good alternative. Perhaps find a market in Asia closer to the source. 2. Previously established relationships can come in handy for the company as well as the experience of Houtimport aan de Vecht B.V. And the experience can help the company with certain problems they might run into. 3. Reduce the risk of the supply from abroad by keeping a good relationship with the suppliers. also compare other alternatives. 4. Remain focused on the biomass products and try to expand with perhaps other products such as bamboo or briquettes for instance. 5. Having good relationship with buyers is essential. Products like woodpellets and firewood are products for which the customer could keep returning for.

4.3 advertising

The next table is an overview of every product and the two ways of possible sales, Business to business and business to commercial customers. Each way of selling has a different approach to it. The following graph therefore shows how the company can advertise. For instance torches can be sold to businesses but also with the use of a webshop. Obviously the company is going to each consumer personally. However if they want to sell wholesale to other businesses a visit to this customer is a very good option.

Table 14 ways to advertise and communicate

	Torches		Firewood		Woodpellets		Ecogrill	
	B2B	B2C	B2B	B2C	B2B	B2C	B2B	B2C
Way to advertise:								
Tv commercial	-	-	-	-	-	+/-	-	-
Radio commercial	-	-	-	+/-	-	+/-	-	-
Personal letter	+	-	+	-	+	-	+	-
Email message	+	-	+	-	+/-	-	+	-
Personal visit	++	-	++	-	++	-	++	-
Advertisement in newspaper Or magazine	-	+	-	+	-	+	-	+
Internet	-	+	-	+	-	+	-	+
Folder advertisement	-	++	-	++	-	+/-	-	+

(+) good way to advertise

(+/-) possible not recommended

(-) bad way to advertise

5. Objectives

5.1 Turnover examples

possible turnover torches

Because of the difference in prices and costs the private and commercial sales will each yield a different profit. Below is an example of possible sales.

Considering that Energiehout Holland, in order to break even, must reach a total profit of €45.200,- after taxes. This includes sales with torches, woodpellets, firewood and the Ecogrill.

The following calculation shows that Energiehout Holland wants to reach a certain amount of sales in order to break-even. A potential goal is to reach 50% of the total budget with sales of torches. 20% of which is private and 80% is wholesale. That means a profit of at least €23.000,- per year total from torches alone.

This is possible if the supply allows it. Energiehout Holland is able to buy 2 trucks with a supply of torches every month. That is if the supplier can keep his word. That's 65 pallets for every truck. And 72 torches per pallet. That's a maximum of 9360 torches every month. That is necessary if the company wishes to meet the goal. Around 50% of the total profit comes from torches. The calculation below has accounted for around 46.000 torches a year. This can be sold also if Energiehout Holland can buy 1 truck a month.

Table 15 private sales example

Private sales	
<i>Boxes with 2 torches</i>	
Sale price (excl VAT) 1 box:	€14,29
Profit:	€1,50
Amount need to be sold:	1666 boxes
Total profit:	€2.500,- (after tax)
<i>Boxes with 4 torches</i>	
Sale price 1 box:	€20,09
Profit:	€2,67
Amount need to be sold:	936 boxes
Total profit:	€2.500,- (after tax)
Wholesale	

50 x order of 1 pallet	
Sale price 1 pallet:	€169,20
Profit:	€33,84
Amount sold:	543 pallets
Total profit:	€18.400,-

These calculations are to show what happens if Energiehout Holland is focusing its effort on the consumer market, rather than business2business. These also show if the company is combining the two. Meaning a webshop under internal control and all costs for the company meaning a higher sales price. This results in extra work if looking at the way things are going right now. External webshops (vankaarstotservet.nl) have in their case contracts with the post office so they have an advantage. Also it's hard to predict how much Energiehout Holland is going to sell this way. Therefore this can only be an option if sales are daily. This way a contract with PostNL can be signed. But this is no option if sales are unknown otherwise the prices for transport are too high. Also an extra worker for packaging is still possible but that's depending on the amount sold through the webshops. This can be tested with a flyer action in the close surroundings. And to keep track of the amount sold by the other webshops.

Potential future sales of Energiehout Holland in order to break-even.

Total costs: €45.200,- Break-even: €250.000,- (before taxes)

Calculations are before taxes and the amounts are calculated with the sales prices of the products. These are potential and can of course be altered. But it's a way the company can reach the break-even point. The calculations have been done with the prices shown in chapter 7.

50% of the total, torches: €125.000,-

- 500 boxes with 2 torches: €7.145,-
- 250 boxes with 4 torches: €7.032,-
- 543 crates of torches: €111.000,-

20% of the total, woodpellets: €50.000,-

- Crates 72 small bags, sales price; €214,03,-
- 233 crates

20% of the total, firewood: €50.000,-

- Crates of 2m3; sales price: €222,50
- 225 crates

10% of the total, ecogrill €25.000,-

- 250 boxes with 2 ecogrills (20-24cm): €4.220,-
- 250 boxes with 2 ecogrills (24-28cm): €4.953,-
- 30 pallets with 60 ecogrills(20-24cm): €7.575,-
- 25 pallets with 52 ecogrills(24-28cm): €7.294,-

The following table contains several fairs which Energiehout Holland might be able to visit. For the sake of advertisement, networking and finding out what's available on the market these days.

Table 16 Fairs

Relevant fairs for possible visits:	
Energie 2012	9-11 okt 2012 brabanthallen DenBosch
Hout 2014	September 2014 jaarbeurs Utrecht
Hout en Groen Wonen 2012	9-11 november 2012 Belgie
Hout & Habitat	November 2012 Antwerp Expo

Risk analysis. Some factors which might be able to be threatening towards the sales of Energiehout Holland.

- Biomass products such as pellets and firewood are saturated markets. Only with very small margins is there a chance of sales. Many competitive prices and products.
- Supply of all products comes from abroad; Ukraine, Indonesia and Lithuania. The transport carries risk and costs.
- Substitution is the threat that other products that compete with the products of Energiehout Holland.
- Energiehout Holland would like to sell products from a webshop. Easy for the customer and company however it remains to be seen how this catches on to the public.

6. Conclusions

The conclusions are divided into the three different products Energiehout Holland is trading. For each product the wholesale and private sales are broken down and basics are presented. What the profit is and the marketing strategies which can be applied.

Main questions

- *Should Energiehout Holland hire extra employees?*

The report has shown that Energiehout Holland definitely has an advantage with its supplier and their position in the market. They can compete with the prices very well. However the market has yet to show how many consumers are interested in for instance the Swedish torch. Therefore the answer is no, but with a reasonable option for the near future. Advertising and time are remaining factors.

- *Can Energiehout Holland compete with the current sales prices on the market?*

Yes. And this is with a supplier in Ukraine. Energiehout Holland has future options of producing the torches themselves but that means an investment. Hold off until the market has shown that this could be a definite option. Meaning at least weekly Business to Consumer sales of around 50-100 products.

6.1 torches

- Whole sale (B2B)
 - o The most important trade for Energiehout Holland will remain the trade to companies and stores. Such as Intratuin, Kwantum, Gear stores, do-it-yourself, garden stores, campings. The trade of complete pallets filled with torches. The research has shown that prices can very well compete. See chapter 6.1.3.
 - o Profit per sold pallet: €33,84
- Private sales (B2C)
 - o Boxes with torches send straight to the end-user via a webshop.
 - Energiehout Holland -> Brandhoutdirect.nl -> salesprice 2 torches: €14,30 (excl VAT)
 - sales through external webshop -> www.vankaarstotservet.nl and www.krejatief.nl -> salesprice 2 torches: €6,75
 - o Profit per torch lies around: €0,75 if sold via the webshop. Energiehout Holland can keep trading with the external webshops. Whether or not the company will trade with the webshop brandhoutdirect.nl must be tested with advertising.

Marketing strategies

- Important is to create awareness among wholesale customers. This can be done by calling, emailing and sending information and showing the product as is shown in chapter 6.5.
- Using an information brochure to advertise to the consumer market. First try to present the product in the close surroundings. Advertising: appendix 19.
- Assortments for this year and next year are already made by stores. Possibly after summer of 2013 Energiehout Holland must try to supply these stores. This means it might take some time for the torches to be successful.
- Producers can supply Energiehout Holland with an average of 2 trucks loaded with torches containing 66 pallets, every month. Each pallet has 72 torches on it. A minimum of 50% of

which must be business to business trade. But the more trade through the webshop the better for Energiehout Holland.

“Rozij-werk”

For energiehout Holland to hire extra workers to package the torches, the company has to sell a lot of torches to the private market. Calculated to be at least 6000 torches to the private market and 500 pallets with torches to the commercial market. And these are only torches and the ecogrill, for that is the only product where there is work for an extra employee possible. Otherwise the company will trade only to businesses.

The calculations show that a certain sales prices are created due to certain costs the company has including a profit margin to handle these costs. However in the case of not hiring extra workers from Rozijwerk the company still has to include to process of packaging. This could still be done by the workers whom are already working at the company.

6.2 woodpellets

- Wholesale
 - o Again the product can be sold business to business as pallets with smallbags and bigbags. Companies such as poultry farms and pelletstove traders. See chapter 6.2.2. this is probably the best way for Energiehout Holland to trade. But the market isn't yet grown in the Netherlands as abroad. I will go into this further with my recommendations.
 - o Profit per pallet after taxes: €35,81.
- Private sale
 - o With the use of the internal webshop brandhoutdirect.nl the end-user can be reached. However research shows that there aren't many of them (chapter 6.2.2). however the market will grow once more pelletstoves are being sold.
 - o Profit per small bag: €1,22

Marketing strategies

- o Small brochure advertisement with basic information. Only to consumers whom the company knows is a potential customer. Meaning users of pellet CV's and stoves.
- o Much competition. Many traders import from Germany and Canada whom are very large producers of woodpellets. Difficult and much is imported the same way Energiehout Holland does. However the company has to figure if bulk is an option.
- o Join conferences and fairs for developing relationships and gathering information on the pellet market. But this is a matter of how much the company wants to be involved in the trade. This then means they have to see what the possibilities are of the supplier.

6.3 Firewood

With the use of a webshop the company will try to reach the end-user. Brandhoutdirect.nl can be used perfectly. Also when advertising, use this webshop so the consumer knows where to order. There are certainly enough wood burning installations and firewood will still be needed.

- Whole sale
 - o Pallets with 2m3 each sold to firewood traders if possible. Marketing shows that Energiehout Holland has lower prices so perhaps B2B is still possible.
 - o Profit per pallet: €37,50
- Private sale
 - o Via webshop Brandhoutdirect.nl
 - o Perhaps even Marktplaats.nl if the company wishes to get rid of the huge stock

Marketing strategies

Advertise in the immediate surroundings first with the torches and firewood. This is combined on a flyer to be delivered at homes with information on torches and firewood and where the customer can buy and order them. The market is otherwise difficult because many users do not buy their wood in the way Energiehout Holland is selling it. Perhaps the richer environment will be willing to pay for a little extra service of delivery at home and already stapled. Advertisement in these surroundings is necessary if the sale of firewood is to grow.

6.4 Personal advice/recommendations

- Prioritize the sale of torches. Advertisement will show if Energiehout Holland can and should trade torches with the use of an internet webshop. Otherwise remain a trader and supplier to other businesses. The company name should be protected because of the difference in private sales and wholesale. Private sales can be done with the use of webshop brandhoutdirect.nl and wholesale under the name Energiehout Holland.
- Do not hire extra workers from "Rozij-werk" unless the sales of torches and Ecogrills combined are reaching beyond 75 products a week. Otherwise existing personnel can manage. The workers are reasonably flexible in the amount of work that needs to be done. A couple of boxes sold by Energiehout Holland could be handled.
- Go visit Rajapack and discuss the perfect box sizes and prices. 1 box for 2 torches and 1 box with 4 torches. Combine these boxes and see if they can transport woodpellets and Ecogrill as well.
- Woodpellet is a product for the coming years. Try in finding new sources and try to deliver in bulk. The number of private pelletstoves in the Netherlands is just too low for Energiehout Holland right now. Otherwise try in reaching companies such as pelletstove dealers and farmers with boilers. Bulk, means a special type of truck to supply as well.

- Another possibility is not to import the pellets all the way from Indonesia to the Netherlands. It saves a lot of transport miles and costs and a higher margin can be calculated this way or a lower salesprice. The idea is to supply countries such as Japan or China, rising markets in woodpellets. The profit margin is very small in comparison to the amounts sold right now.
- Remain a trader to other businesses and never let the end-user come to Energiehout Holland. Even though the company is trying to reach the private customers it is still doing this with an intermediaire webshop run by outsiders. Same for brandhoutdirect.nl.
- Trade to other webshops such as vankaarstotservet.nl and krejatief.nl. But also brandhoutdirect.nl. Let these names be the front for trading torches directly to the customer, otherwise remain trading crates to other business. Because the research has shown it's difficult to compete with the market prices if the company will trade with an internal webshop as brandhoutdirect.nl. Unless customers are willing to buy anyway.
- Try to sell all firewood which is in stock right now. Then reevaluate the market and potential customers as well as the supply. Is it reliable, can it still be profitable? Because right now the costs of stock are building and products are still there.
- Focus on the consumer market of rich area's(villages) and big houses concerning firewood. They are customers willing to purchase firewood the way Energiehout Holland is offering. The research shows that it's a very saturated market with many companies offering firewood this way. And most consumers get the wood either illegally out of the forest or randomly from internet or acquaintances.
- Advertisement: create a small flyer with information on the Swedish torches and firewood combined. First delivering these in the surroundings of Energiehout Holland and try to create awareness and also look at it as being a test to find out how much customer are willing to buy.
- Be aware of the cultural differences of the supplier of firewood and Swedish torches. The agent representing the Ukrainian producers of torches is intermediary between the supplier and Energiehout Holland. The company has to be careful with what they can demand from them. This can result in discussions about delivery times, production amounts and what not. History has shown that the last times, deadlines have not been met and accountability is not their problem it's Energiehout Holland's especially when they promised delivery. Order what you sell. And this without disappointing customers as much as possible.
- Energiehout Holland is a company perfect to try out new products. The markets are constantly changing and new products enter the market. Something the company can focus on perhaps are new and other products to expand. This can have a negative effect on the other products. For instance if another product is not very busy at some point another product can take its place. However some new things the company might try in my opinion is "Bamboo". This is an alternative product for several end uses such as flooring and furniture. However there are a lot more possibilities.

Also a lot of research concerning firewood and the competition is done. Another product which Energiehout Holland could possibly sell are briquettes. (dutch: briketten). These are compressed blocks which can be burned as firewood. These are made from sawmill residues and later compressed and altered to create briquettes.

Links

<http://www.cbs.nl/NR/rdonlyres/8AB09F5F-8751-4FED-A9DD-BF38DC62CF5C/0/2010houtverbruikbijhuishoudensart.pdf>
Firewood at households

<http://www.cbs.nl/nr/rdonlyres/f1ed185c-1da7-4b70-9203-13ab6c895688/0/2010c89pub.pdf>
The use of pellet stoves

http://thewoodcoaladvocacycouncil.com/images/stories/Development_European_Pellets_Market.pdf
pellet site graphics Europe

<http://www.cbs.nl/nr/rdonlyres/9bd7922e-03bc-412e-92f3-ea13dfad4fd1/0/2008c89pub.pdf>
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Businessplan information

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<http://www.pelletcentre.info/cms/site.aspx?p=2550>
Quality standards for pellets in European countries

http://extension.unh.edu/news/2006/05/where_does_firewood_come_from.html
Article on firewood

www.rajapack.nl
Boxes for transport

www.tnt.nl
Postal services

Hand-outs

- statusoverzicht houtkachels in Nederland CBS
- CBS statistics, www.cbs.nl
- The Pellet@tlas project, pellet market overview
- Woodpellet heating, guidebook. Massachusetts division of energy resources

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- zo maak je een ondernemingsplan, Roel Grit
- the essence of marketing, Simon Majaro, 1993

Appendix

- Nr 1 woodpellet test rapport
- Nr 2 VVNH general conditions
- Nr 3 KVK general terms of delivery to consumers
- Nr 4 list of potential customers already emailed
- Nr 5 order forms 5.1 firewood, 5.2 woodpellets and 5.3 torches
- Nr 6 transportation schedule Houtimport aan de Vecht B.V.
- Nr 7 number pellet stoves in the Netherlands
- Nr 8 pellet production 2008
- Nr 9 Global pellet production - 2010
- Nr 10 pellet boiler system
- Nr 11 woodpellet quality standards
- Nr 12 woodpellet prices comparison
- Nr 13 woodpellet prices comparison
- Nr 14 acceptation of durable energy
- Nr 15 TNT post options
- Nr 16 Dutch woodpellet market
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- Nr 25 Tows matrix

Appendix 1 woodpellet testreport

GBA GESELLSCHAFT FÜR BIOANALYTIK HAMBURG MBH

GESCHÄFTSBEREICH: UMWELTANALYTIK
STANDORT: GELSENKIRCHEN



GBA GESELLSCHAFT FÜR BIOANALYTIK HAMBURG MBH
Wiedehopfstraße 30 • 45892 Gelsenkirchen

GJW Handelnderneming
AGRISEM-nederland

Suikerpeer 5
7623 KH Borne nl.

Prüfbericht-Nr.: 2011P212217 / 1

Unser Zeichen : PBÜ
Datum : 30.05.2011

Auftrags/Proben-Nr. 11202196 / 001
Probeneingang 19.05.2011
Probenehmer durch den Auftraggeber
Probenbez. Holzpellets Probe vom 19.05.2011
Bearbeitungszeitraum 19.05.2011 - 26.05.2011

Parameter	Messwert	Einheit	Methode
Durchmesser	8,0	mm	
Länge	5-30	mm	
Schüttdichte	680	kg/m³	EN 15103
Trockenrückstand	92,6	Gew.-%	DIN EN 14774-2
Brennwert Ho (wf)	17400	kJ/kg	EN 14918
Heizwert Hu (roh)	14800	kJ/kg	EN 14918
Aschegehalt (815°C)	1,1	Gew.-% TM	EN 14775
Chlor ges.	0,028	Gew.-% TM	FprEN 15289 / DIN EN ISO 10304-2 ^{DAR}
Schwefel ges.	0,019	Gew.-% TM	FprEN 15289 / DIN EN ISO 10304-2 ^{DAR}
Stickstoff	0,16	Gew.-%	FprEN 15104
Siebfraktion < 3,15 mm	<0,1	Gew.-%	DIN 18123 ^{DAR}
Arsen	<1,0	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Blei	1,5	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Cadmium	<0,10	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Chrom ges.	<1,0	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Kupfer	5,5	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Nickel	<1,0	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Quecksilber	<0,10	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}
Zink	53	mg/kg TM	DIN EN ISO 17294-2 (E29) ^{DAR}

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Die Prüfergebnisse beziehen sich ausschließlich auf die genannten Prüfgegenstände. Die angegebenen Parameter werden nicht immer ausschließlich am Standort der Berichtserstellung analysiert. Ohne schriftliche Genehmigung der GBA darf der Prüfbericht nicht auszugsweise vervielfältigt werden.

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Geschäftsführer:
Manfred Giesecke
Ralf Murzen
Dr. Roland Bernarth
Carsten Schaffors



DGA-PL-6040.97.01

Appendix 2 VVNH general conditions

The General conditions for sales can be seen on the website: www.energiehoutholland.nl

Appendix 3 KvK general terms of delivering to consumers

Artikel 1. Algemeen

1. Deze voorwaarden zijn van toepassing op iedere aanbieding, offerte en overeenkomst tussen, hierna te noemen: "Gebruiker", en een Wederpartij waarop Gebruiker deze voorwaarden van toepassing heeft verklaard, voor zover van deze voorwaarden niet door partijen uitdrukkelijk en schriftelijk is afgeweken.
2. De onderhavige voorwaarden zijn eveneens van toepassing op overeenkomsten met Gebruiker, voor de uitvoering waarvan door Gebruiker derden dienen te worden betrokken.
3. Deze algemene voorwaarden zijn eveneens geschreven voor de medewerkers van Gebruiker en zijn directie.
4. De toepasselijkheid van eventuele inkoop- of andere voorwaarden van de Wederpartij wordt uitdrukkelijk van de hand gewezen.
5. Indien één of meerdere bepalingen in deze algemene voorwaarden op enig moment geheel of gedeeltelijk nietig zijn of vernietigd mochten worden, dan blijft het overigens in deze algemene voorwaarden bepaalde volledig van toepassing. Gebruiker en de Wederpartij zullen alsdan in overleg treden teneinde nieuwe bepalingen ter vervanging van de nietige of vernietigde bepalingen overeen te komen, waarbij zoveel als mogelijk het doel en de strekking van de oorspronkelijke bepalingen in acht wordt genomen.
6. Indien onduidelijkheid bestaat omtrent de uitleg van één of meerdere bepalingen van deze algemene voorwaarden, dan dient de uitleg plaats te vinden 'naar de geest' van deze bepalingen.
7. Indien zich tussen partijen een situatie voordoet die niet in deze algemene voorwaarden geregeld is, dan dient deze situatie te worden beoordeeld naar de geest van deze algemene voorwaarden.
8. Indien Gebruiker niet steeds strikte naleving van deze voorwaarden verlangt, betekent dit niet dat de bepalingen daarvan niet van toepassing zijn, of dat Gebruiker in enigerlei mate het recht zou verliezen om in andere gevallen de stipte naleving van de bepalingen van deze voorwaarden te verlangen.

Artikel 2 Offertes en aanbiedingen

1. Alle offertes en aanbiedingen van Gebruiker zijn vrijblijvend, tenzij in de offerte een termijn voor aanvaarding is gesteld. Een offerte of aanbieding vervalt indien het product waarop de offerte of de aanbieding betrekking heeft in de tussentijd niet meer beschikbaar is.
2. Gebruiker kan niet aan zijn offertes of aanbiedingen worden gehouden indien de Wederpartij redelijkerwijs kan begrijpen dat de offertes of aanbiedingen, dan wel een onderdeel daarvan, een kennelijke vergissing of verschrijving bevat.
3. De in een offerte of aanbieding vermelde prijzen zijn inclusief BTW en andere heffingen van overheidswege alsmede eventuele in het kader van de overeenkomst te maken kosten, daaronder begrepen reis- en verblijf-, verzend- en administratiekosten, tenzij anders aangegeven.
4. Indien de aanvaarding (al dan niet op ondergeschikte punten) afwijkt van het in de offerte of de aanbieding opgenomen aanbod dan is Gebruiker daaraan niet gebonden. De overeenkomst komt dan niet overeenkomstig deze afwijkende aanvaarding tot stand, tenzij Gebruiker anders aangeeft.
5. Een samengestelde prijsopgave verplicht Gebruiker niet tot het verrichten van een gedeelte van de opdracht tegen een overeenkomstig deel van de opgegeven prijs. Aanbiedingen of offertes gelden niet automatisch voor toekomstige orders.

Artikel 3 Contractsduur; leveringstermijnen, uitvoering en wijziging overeenkomst; prijsverhoging

1. De overeenkomst tussen Gebruiker en de Wederpartij wordt aangegaan voor onbepaalde tijd, tenzij uit de aard van de overeenkomst anders voortvloeit of indien partijen uitdrukkelijk en schriftelijk anders overeenkomen.
2. Is voor de voltooiing van bepaalde werkzaamheden of voor de levering van bepaalde zaken een termijn overeengekomen of opgegeven, dan is dit nimmer een fatale termijn. Bij overschrijding van een termijn dient de Wederpartij Gebruiker derhalve schriftelijk in gebreke te stellen. Gebruiker dient daarbij een redelijke termijn te worden geboden om alsnog uitvoering te geven aan de overeenkomst.
3. Gebruiker heeft het recht bepaalde werkzaamheden te laten verrichten door derden.
4. Gebruiker is gerechtigd de overeenkomst in verschillende fasen uit te voeren en het aldus uitgevoerde gedeelte afzonderlijk te factureren.
5. Indien de overeenkomst in fasen wordt uitgevoerd kan Gebruiker de uitvoering van die onderdelen die tot een volgende fase behoren opschorten totdat de Wederpartij de resultaten van de daaraan voorafgaande fase schriftelijk heeft goedgekeurd.
6. Indien Gebruiker gegevens behoeft van de Wederpartij voor de uitvoering van de overeenkomst, vangt de uitvoeringstermijn niet eerder aan dan nadat de Wederpartij deze juist en volledig aan Gebruiker ter beschikking heeft gesteld.
7. Indien tijdens de uitvoering van de overeenkomst blijkt dat het voor een behoorlijke uitvoering daarvan noodzakelijk is om deze te wijzigen of aan te vullen, dan zullen partijen tijdig en in onderling overleg tot aanpassing van de overeenkomst overgaan. Indien de aard, omvang of inhoud van de overeenkomst, al dan niet op verzoek of aanwijzing van de Wederpartij, van de bevoegde instanties et cetera, wordt gewijzigd en de overeenkomst daardoor in kwalitatief en / of kwantitatief opzicht wordt gewijzigd, dan kan dit consequenties hebben voor hetgeen oorspronkelijk overeengekomen werd. Daardoor kan het oorspronkelijk overeengekomen bedrag worden verhoogd of verlaagd. Gebruiker zal daarvan zoveel als mogelijk vooraf prijsopgaaf doen. Door een wijziging van de overeenkomst kan de oorspronkelijk opgegeven termijn van uitvoering worden gewijzigd. De Wederpartij aanvaardt de mogelijkheid van wijziging van de overeenkomst, daaronder begrepen de wijziging in prijs en termijn van uitvoering.
8. Indien de overeenkomst wordt gewijzigd, daaronder begrepen een aanvulling, dan is Gebruiker gerechtigd om daaraan eerst uitvoering te geven nadat daarvoor akkoord is gegeven door de binnen Gebruiker bevoegde persoon en de Wederpartij akkoord is gegaan met de voor de uitvoering opgegeven prijs en andere voorwaarden, daaronder begrepen het alsdan te bepalen tijdstip waarop daaraan uitvoering gegeven zal worden. Het niet of niet onmiddellijk uitvoeren van de gewijzigde overeenkomst levert evenmin wanprestatie van Gebruiker op en is voor de Wederpartij geen grond om de overeenkomst op te zeggen.
9. Zonder daarmee in gebreke te komen, kan Gebruiker een verzoek tot wijziging van de overeenkomst weigeren, indien dit in kwalitatief en / of kwantitatief opzicht gevolg zou kunnen hebben bijvoorbeeld voor de in dat kader te verrichten werkzaamheden of te leveren zaken.
10. Indien de Wederpartij in gebreke mocht komen in de deugdelijke nakoming van hetgeen waartoe hij jegens Gebruiker gehouden is, dan is de Wederpartij aansprakelijk voor alle schade (daaronder begrepen kosten) aan de zijde van Gebruiker daardoor direct of indirect ontstaan.
11. Indien Gebruiker bij het sluiten van de overeenkomst een bepaalde prijs overeenkomt, dan is Gebruiker onder navolgende omstandigheden niettemin gerechtigd tot verhoging van de prijs, ook wanneer de prijs oorspronkelijk niet onder voorbehoud is opgegeven.
 - Indien de prijsstijging het is gevolg van een wijziging van de overeenkomst;
 - indien de prijsverhoging voortvloeit uit een aan Gebruiker toekomende bevoegdheid of een op Gebruiker rustende verplichting ingevolge de wet;
 - In andere gevallen, dit met dien verstande dat de Wederpartij die niet handelt in de uitoefening van een beroep of bedrijf, gerechtigd is de overeenkomst door een schriftelijke verklaring te ontbinden

indien de prijsstijging meer bedraagt dan 10% en plaatsvindt binnen drie maanden na het sluiten van de overeenkomst, tenzij Gebruiker alsdan alsnog bereid is om de overeenkomst op basis van het oorspronkelijk overeengekomene uit te voeren, of indien bedongen is dat de aflevering langer dan drie maanden na de koop zal plaatsvinden.

Artikel 4 Opschorting, ontbinding en tussentijdse opzegging van de overeenkomst

1. Gebruiker is bevoegd de nakoming van de verplichtingen op te schorten of de overeenkomst terstond en met directe ingang te ontbinden, indien:
 - de Wederpartij de verplichtingen uit de overeenkomst niet, niet volledig of niet tijdig nakomt;
 - na het sluiten van de overeenkomst Gebruiker ter kennis gekomen omstandigheden goede grond geven te vrezen dat de Wederpartij de verplichtingen niet zal nakomen;
 - de Wederpartij bij het sluiten van de overeenkomst verzocht is om zekerheid te stellen voor de voldoening van zijn verplichtingen uit de overeenkomst en deze zekerheid uitblijft of onvoldoende is;
 - Indien door de vertraging aan de zijde van de Wederpartij niet langer van Gebruiker kan worden gevergd dat hij de overeenkomst tegen de oorspronkelijk overeengekomen condities zal nakomen, is Gebruiker gerechtigd de overeenkomst te ontbinden.
 - indien zich omstandigheden voordoen welke van dien aard zijn dat nakoming van de overeenkomst onmogelijk of ongewijzigde instandhouding van de overeenkomst in redelijkheid niet van Gebruiker kan worden gevergd.
2. Indien de ontbinding aan de Wederpartij toerekenbaar is, is Gebruiker gerechtigd tot vergoeding van de schade, daaronder begrepen de kosten, daardoor direct en indirect ontstaan.
3. Indien de overeenkomst wordt ontbonden zijn de vorderingen van Gebruiker op de Wederpartij onmiddellijk opeisbaar. Indien Gebruiker de nakoming van de verplichtingen opschort, behoudt hij zijn aanspraken uit de wet en overeenkomst.
4. Indien Gebruiker op de gronden als genoemd in dit artikel tot opschorting of ontbinding overgaat, is hij uit dien hoofde op generlei wijze gehouden tot vergoeding van schade en kosten daardoor op enigerlei wijze ontstaan of schadeloosstelling, terwijl de Wederpartij, uit hoofde van wanprestatie, wél tot schadevergoeding of schadeloosstelling is verplicht.
5. Indien de overeenkomst tussentijds wordt opgezegd door Gebruiker, zal Gebruiker in overleg met de Wederpartij zorgdragen voor overdracht van nog te verrichten werkzaamheden aan derden. Dit tenzij de opzegging aan de Wederpartij toerekenbaar is. Tenzij het tussentijds eindigen aan Gebruiker is toe te rekenen, worden de kosten voor overdracht aan de Wederpartij in rekening gebracht. Gebruiker zal de Wederpartij zoveel als mogelijk vooraf inlichten ter zake van de omvang van deze kosten. De Wederpartij is gehouden deze kosten binnen de daarvoor door Gebruiker genoemde termijn te voldoen, tenzij Gebruiker anders aangeeft.
6. In geval van liquidatie, van (aanvraag van) surséance van betaling of faillissement, van beslaglegging
 - indien en voor zover het beslag niet binnen drie maanden is opgeheven - ten laste van de Wederpartij, van schuldsanering of een andere omstandigheid waardoor de Wederpartij niet langer vrijelijk over zijn vermogen kan beschikken, staat het Gebruiker vrij om de overeenkomst terstond en met directe ingang op te zeggen danwel de order of overeenkomst te annuleren, zonder enige verplichting zijnerzijds tot betaling van enige schadevergoeding of schadeloosstelling. De vorderingen van Gebruiker op de Wederpartij zijn in dat geval onmiddellijk opeisbaar.
7. Indien de Wederpartij een geplaatste order geheel of gedeeltelijk annuleert, dan zullen de daarvoor bestelde of gereedgemaakte zaken, vermeerderd met de eventuele aan- afvoer- en afleveringskosten daarvan en de voor de uitvoering van de overeenkomst gereserveerde arbeidstijd, integraal aan de Wederpartij in rekening worden gebracht.

Artikel 5 Overmacht

1. Gebruiker is niet gehouden tot het nakomen van enige verplichting jegens de Wederpartij indien hij daartoe gehinderd wordt als gevolg van een omstandigheid die niet is te wijten aan schuld, en noch krachtens de wet, een rechtshandeling of in het verkeer geldende opvattingen voor zijn rekening komt.
2. Onder overmacht wordt in deze algemene voorwaarden verstaan, naast hetgeen daaromtrent in de wet en jurisprudentie wordt begrepen, alle van buitenkomende oorzaken, voorzien of niet-voorzien, waarop Gebruiker geen invloed kan uitoefenen, doch waardoor Gebruiker niet in staat is zijn verplichtingen na te komen. Gebruiker heeft ook het recht zich op overmacht te beroepen indien de omstandigheid die (verdere) nakoming van de overeenkomst verhindert, intreedt nadat Gebruiker zijn verbintenis had moeten nakomen.
3. Gebruiker kan gedurende de periode dat de overmacht voortduurt de verplichtingen uit de overeenkomst opschorten. Indien deze periode langer duurt dan twee maanden, dan is ieder der partijen gerechtigd de overeenkomst te ontbinden, zonder verplichting tot vergoeding van schade aan de andere partij.
4. Indien Gebruiker ten tijde van het intreden van overmacht zijn verplichtingen uit de overeenkomst inmiddels gedeeltelijk is nagekomen of deze zal kunnen nakomen, en aan het nagekomen respectievelijk na te komen gedeelte zelfstandige waarde toekomt, is Gebruiker gerechtigd om het reeds nagekomen respectievelijk na te komen gedeelte separaat te factureren. De Wederpartij is gehouden deze factuur te voldoen als ware er sprake van een afzonderlijke overeenkomst.

Artikel 6 Betaling en incassokosten

1. Betaling dient steeds te geschieden binnen 14 dagen na factuurdatum, op een door Gebruiker aan te geven wijze in de valuta waarin is gefactureerd, tenzij schriftelijk anders door Gebruiker aangegeven. Gebruiker is gerechtigd om periodiek te factureren.
2. Indien de Wederpartij in gebreke blijft in de tijdige betaling van een factuur, dan is de Wederpartij van rechtswege in verzuim. De Wederpartij is alsdan een rente verschuldigd. In het geval van consumentenkoop is de rente gelijk aan de wettelijke rente. In andere gevallen is de Wederpartij een rente verschuldigd van 1% per maand, tenzij de wettelijke rente hoger is, in welk geval de wettelijke rente verschuldigd is. De rente over het opeisbare bedrag zal worden berekend vanaf het moment dat de Wederpartij in verzuim is tot het moment van voldoening van het volledig verschuldigde bedrag.
3. Gebruiker heeft het recht de door Wederpartij gedane betalingen te laten strekken in de eerste plaats in mindering van de kosten, vervolgens in mindering van de opengevallen rente en tenslotte in mindering van de hoofdsom en de lopende rente.
4. Gebruiker kan, zonder daardoor in verzuim te komen, een aanbod tot betaling weigeren, indien de Wederpartij een andere volgorde voor de toerekening van de betaling aanwijst. Gebruiker kan volledige aflossing van de hoofdsom weigeren, indien daarbij niet eveneens de opengevallen en lopende rente en incassokosten worden voldaan.
5. Bezwaren tegen de hoogte van een factuur schorten de betalingsverplichting niet op.
6. Indien de Wederpartij in gebreke of in verzuim is in de (tijdige) nakoming van zijn verplichtingen, dan komen alle redelijke kosten ter verkrijging van voldoening buiten rechte voor rekening van de Wederpartij. De buitengerechterlijke kosten worden berekend op basis van hetgeen op dat moment in de Nederlandse incassopraktijk gebruikelijk is, momenteel de berekeningsmethode volgens Rapport Voorwerk II. Indien Gebruiker echter hogere kosten ter incasso heeft gemaakt die redelijkerwijs noodzakelijk waren, komen de werkelijk gemaakte kosten voor vergoeding in aanmerking. De eventuele gemaakte gerechtelijke en executiekosten zullen eveneens op de Wederpartij worden verhaald. De Wederpartij is over de verschuldigde incassokosten eveneens rente verschuldigd.

Artikel 7 Eigendomsvoorbehoud

1. Alle door Gebruiker in het kader van de overeenkomst geleverde zaken blijven eigendom van Gebruiker totdat de Wederpartij alle verplichtingen uit de met Gebruiker gesloten overeenkomst(en) deugdelijk is nagekomen.
2. Door Gebruiker geleverde zaken, die ingevolge lid 1. onder het eigendomsvoorbehoud vallen, mogen niet worden doorverkocht en mogen nimmer als betaalmiddel worden gebruikt. De Wederpartij is niet bevoegd om de onder het eigendomsvoorbehoud vallende zaken te verpanden of op enige andere wijze te bezwaren.
3. De Wederpartij dient steeds al hetgeen te doen dat redelijkerwijs van hem verwacht mag worden om de eigendomsrechten van Gebruiker veilig te stellen.
4. Indien derden beslag leggen op de onder eigendomsvoorbehoud geleverde zaken danwel rechten daarop willen vestigen of doen gelden, dan is de Wederpartij verplicht om Gebruiker daarvan onmiddellijk op de hoogte te stellen.
5. De Wederpartij verplicht zich om de onder eigendomsvoorbehoud geleverde zaken te verzekeren en verzekerd te houden tegen brand, ontploffings- en waterschade alsmede tegen diefstal en de polis van deze verzekering op eerste verzoek aan Gebruiker ter inzage te geven. Bij een eventuele uitkering van de verzekering is Gebruiker gerechtigd tot deze penningen. Voorzoveel als nodig verbindt de Wederpartij zich er jegens Gebruiker bij voorbaat toe om zijn medewerking te verlenen aan al hetgeen dat in dat kader nodig of wenselijk mocht (blijken) te zijn.
6. Voor het geval Gebruiker zijn in dit artikel aangeduide eigendomsrechten wil uitoefenen, geeft de Wederpartij bij voorbaat onvoorwaardelijke en niet herroepelijke toestemming aan Gebruiker en door Gebruiker aan te wijzen derden om al die plaatsen te betreden waar de eigendommen van Gebruiker zich bevinden en die zaken terug te nemen.

Artikel 8 Garanties, onderzoek en reclames

1. De door Gebruiker te leveren zaken voldoen aan de gebruikelijke eisen en normen die daaraan op het moment van levering redelijkerwijs gesteld kunnen worden en waarvoor zij bij normaal gebruik in Nederland zijn bestemd. De in dit artikel genoemde garantie is van toepassing op zaken die bestemd zijn voor het gebruik binnen Nederland. Bij gebruik buiten Nederland dient de Wederpartij zelf te verifiëren of het gebruik daarvan geschikt is voor het gebruik aldaar en of deze voldoen aan de voorwaarden die daaraan gesteld worden. Gebruiker kan in dat geval andere garantie- en overige voorwaarden stellen ter zake van de te leveren zaken of uit te voeren werkzaamheden.
2. De in lid 1 van dit artikel genoemde garantie geldt voor een periode van na levering, tenzij uit de aard van het geleverde anders voortvloeit of partijen anders zijn overeengekomen. Indien de door Gebruiker verstrekte garantie een zaak betreft die door een derde werd geproduceerd, dan is de garantie beperkt tot die, die door de producent van de zaak ervoor wordt verstrekt, tenzij anders wordt vermeld. Na verloop van de garantietermijn zullen alle kosten voor herstel of vervanging, inclusief administratie-, verzend- en voorrijdkosten, aan de Wederpartij in rekening gebracht worden.
3. Iedere vorm van garantie komt te vervallen indien een gebrek is ontstaan als gevolg van of voortvloeit uit onoordeelkundig of oneigenlijk gebruik daarvan of gebruik na de houdbaarheidsdatum, onjuiste opslag of onderhoud daaraan door de Wederpartij en / of door derden wanneer, zonder schriftelijke toestemming van Gebruiker, de Wederpartij of derden aan de zaak wijzigingen hebben aangebracht danwel hebben getracht aan te brengen, daaraan andere zaken werden bevestigd die daaraan niet bevestigd dienen te worden of indien deze werden ver- of bewerkt op een andere dan de voorgeschreven wijze. De Wederpartij komt evenmin aanspraak op garantie toe indien het gebrek is ontstaan door of het gevolg is van omstandigheden waar Gebruiker geen invloed op kan uitoefenen, daaronder begrepen weersomstandigheden (zoals bijvoorbeeld doch niet uitsluitend, extreme regenval of temperaturen) et cetera.

4. De Wederpartij is gehouden het geleverde te (doen) onderzoeken, onmiddellijk op het moment dat de zaken hem ter beschikking worden gesteld respectievelijk de desbetreffende werkzaamheden zijn uitgevoerd. Daarbij behoort de Wederpartij te onderzoeken of kwaliteit en/of kwantiteit van het geleverde overeenstemt met hetgeen is overeengekomen en voldoet aan de eisen die partijen dienaangaande zijn overeengekomen. Eventuele gebreken dienen binnen twee maanden na ontdekking schriftelijk aan Gebruiker te worden gemeld. De melding dient een zo gedetailleerd mogelijke omschrijving van het gebrek te bevatten, zodat Gebruiker in staat is adequaat te reageren. De Wederpartij dient Gebruiker in de gelegenheid te stellen een klacht te (doen) onderzoeken.
5. Indien de Wederpartij tijdig reclameert, schort dit zijn betalingsverplichting niet op. De Wederpartij blijft in dat geval ook gehouden tot afname en betaling van de overigens bestelde zaken, tenzij daaraan geen zelfstandige waarde toekomt.
6. Indien van een gebrek later melding wordt gemaakt, dan komt de Wederpartij geen recht meer toe op herstel, vervanging of schadeloosstelling, tenzij uit de aard van de zaak of de overige omstandigheden van het geval een langere termijn voortvloeit.
7. Indien vaststaat dat een zaak gebrekkig is en dienaangaande tijdig is gereclameerd, dan zal Gebruiker de gebrekkige zaak binnen redelijke termijn na retourontvangst daarvan danwel, indien retournering redelijkerwijze niet mogelijk is, schriftelijke kennisgeving ter zake van het gebrek door de Wederpartij, ter keuze van Gebruiker, vervangen of zorgdragen voor herstel daarvan danwel vervangende vergoeding daarvoor aan de Wederpartij voldoen. In geval van vervanging is de Wederpartij gehouden om de vervangen zaak aan Gebruiker te retourneren en de eigendom daarover aan Gebruiker te verschaffen, tenzij Gebruiker anders aangeeft.
8. Indien komt vast te staan dat een klacht ongegrond is, dan komen de kosten daardoor ontstaan, daaronder begrepen de onderzoekskosten, aan de zijde van Gebruiker daardoor gevallen, integraal voor rekening van de Wederpartij.

Artikel 9 Aansprakelijkheid

1. Indien Gebruiker aansprakelijk mocht zijn, dan is deze aansprakelijkheid beperkt tot hetgeen in deze bepaling is geregeld.
2. Gebruiker is niet aansprakelijk voor schade, van welke aard ook, ontstaan doordat Gebruiker is uitgegaan van door of namens de Wederpartij verstrekte onjuiste en / of onvolledige gegevens.
3. Gebruiker is uitsluitend aansprakelijk voor directe schade.
4. Onder directe schade wordt uitsluitend verstaan:
 - de redelijke kosten ter vaststelling van de oorzaak en de omvang van de schade, voor zover de vaststelling betrekking heeft op schade in de zin van deze voorwaarden;
 - de eventuele redelijke kosten gemaakt om de gebrekkige prestatie van Gebruiker aan de overeenkomst te laten beantwoorden, voor zoveel deze aan Gebruiker toegerekend kunnen worden;
 - redelijke kosten, gemaakt ter voorkoming of beperking van schade, voor zover de Wederpartij aantoont dat deze kosten hebben geleid tot beperking van directe schade als bedoeld in deze algemene voorwaarden.
5. Gebruiker is nimmer aansprakelijk voor indirecte schade, daaronder begrepen gevolgschade, gederfde winst, gemiste besparingen en schade door bedrijfs- of andersoortige stagnatie. In het geval van consumentenkoop strekt deze beperking niet verder dan die, die is toegestaan ingevolge artikel 7:24 lid 2 BW.
6. Indien Gebruiker aansprakelijk mocht zijn voor enigerlei schade, dan is de aansprakelijkheid van Gebruiker beperkt tot maximaal driemaal de factuurwaarde van de order, althans tot dat gedeelte van de order waarop de aansprakelijkheid betrekking heeft.
7. De aansprakelijkheid van Gebruiker is in ieder geval steeds beperkt tot het bedrag der uitkering van zijn verzekeraar in voorkomend geval.
8. De in dit artikel opgenomen beperkingen van de aansprakelijkheid gelden niet indien de schade te wijten is aan opzet of grove schuld van Gebruiker of zijn leidinggevende ondergeschikten.

Artikel 10 Verjaringstermijn

1. In afwijking van de wettelijke verjaringstermijnen, bedraagt de verjaringstermijn van alle vorderingen en verweren jegens Gebruiker en de door Gebruiker bij de uitvoering van een overeenkomst betrokken derden, één jaar.
2. Het bepaalde in lid 1 is niet van toepassing op rechtsvorderingen en verweren die zijn gegrond op feiten die de stelling zouden rechtvaardigen dat de afgeleverde zaak niet aan de overeenkomst zou beantwoorden. Dergelijke vorderingen en verweren verjaren door verloop van twee jaar nadat de Wederpartij Gebruiker van zodanige non-conformiteit in kennis heeft gesteld.

Artikel 11 Risico-overgang

1. Het risico van verlies, beschadiging of waardevermindering gaat op de Wederpartij over op het moment waarop zaken in de macht van de Wederpartij worden gebracht.

Artikel 12 Vrijwaring

1. De Wederpartij vrijwaart Gebruiker voor eventuele aanspraken van derden, die in verband met de uitvoering van de overeenkomst schade lijden en waarvan de oorzaak aan andere dan aan Gebruiker toerekenbaar is.
2. Indien Gebruiker uit dien hoofde door derden mocht worden aangesproken, dan is de Wederpartij gehouden Gebruiker zowel buiten als in rechte bij te staan en onverwijld al hetgeen te doen dat van hem in dat geval verwacht mag worden. Mocht de Wederpartij in gebreke blijven in het nemen van adequate maatregelen, dan is Gebruiker, zonder ingebrekestelling, gerechtigd zelf daartoe over te gaan. Alle kosten en schade aan de zijde van Gebruiker en derden daardoor ontstaan, komen integraal voor rekening en risico van de Wederpartij.

Artikel 13 Intellectuele eigendom

1. Gebruiker behoudt zich de rechten en bevoegdheden voor die hem toekomen op grond van de Auteurswet en andere intellectuele wet- en regelgeving. Gebruiker heeft het recht de door de uitvoering van een overeenkomst aan zijn zijde toegenomen kennis ook voor andere doeleinden te gebruiken, voorzover hierbij geen strikt vertrouwelijke informatie van de Wederpartij ter kennis van derden wordt gebracht.

Artikel 14 Toepasselijk recht en geschillen

1. Op alle rechtsbetrekkingen waarbij Gebruiker partij is, is uitsluitend het Nederlands recht van toepassing, ook indien aan een verbintenis geheel of gedeeltelijk in het buitenland uitvoering wordt gegeven of indien de bij de rechtsbetrekking betrokken partij aldaar woonplaats heeft. De toepasselijkheid van het Weens Koopverdrag wordt uitgesloten.
2. Partijen zullen eerst een beroep op de rechter doen nadat zij zich tot het uiterste hebben ingespannen een geschil in onderling overleg te beslechten.

Artikel 15 Vindplaats en wijziging voorwaarden

1. Deze voorwaarden zijn gedeponeerd bij de Kamer van Koophandel
2. Van toepassing is steeds de laatst gedeponeerde versie c.q. de versie zoals die gold ten tijde van het totstandkomen van de rechtsbetrekking met Gebruiker.
3. De Nederlandse tekst van de algemene voorwaarden is steeds bepalend voor de uitleg daarvan.

Toelichting bij de modeltekst 'Algemene voorwaarden voor levering aan consumenten'

Hoewel aan de inhoud en samenstelling van de model algemene voorwaarden de grootste zorg en aandacht is besteed, aanvaard de KvK generlei aansprakelijkheid voortvloeiende uit het raadplegen en het gebruik daarvan.

Deze modelvoorwaarden en de toelichting daarop hebben uitsluitend een informatief karakter en kunnen dienen als leidraad voor het opstellen van algemene voorwaarden in een specifiek geval. Met name de artikelen die handelen over garantie en aansprakelijkheid dienen aan het bedrijf dat de voorwaarden hanteert te worden aangepast.

Het onderstaande is een korte toelichting op enkele bepalingen zoals die zijn opgenomen in de model algemene voorwaarden. Deze toelichting wil geen volledigheid impliceren.

Bovendien impliceert de toelichting niet dat de overige bepalingen zondermeer op uw onderneming van toepassing zijn, dat deze niet aangepast dienen te worden aan uw onderneming en de concrete activiteiten daarvan.

Het blijft dus steeds van belang dat om alle in het model opgenomen bepalingen zorgvuldig te beoordelen op hun juistheid, volledigheid, wenselijkheid en noodzakelijkheid voor uw onderneming.

Omdat het vaak voorkomt dat bijvoorbeeld een dienstverlener ook zaken levert aan zijn opdrachtgevers, zijn in de model algemene voorwaarden voor dienstverlening ook bepalingen opgenomen die betrekking hebben op de levering van zaken. Indien u geen zaken levert maar uw activiteiten zuiver gericht zijn op het verlenen van diensten, dan kunt u overwegen om deze bepalingen dus niet in uw algemene voorwaarden op te nemen.

Het komt vaak voor dat een onderneming zich niet beperkt tot bijvoorbeeld uitsluitend de levering aan consumenten, maar dat bijvoorbeeld ook geleverd wordt aan niet-consumenten. Omdat de wet consumenten een verdergaande bescherming biedt dan niet-consumenten, is ook de inhoud van de model algemene voorwaarden voor consumenten afwijkend ten opzichte van de model algemene voorwaarden voor levering aan niet-consumenten.

Indien u dus bijvoorbeeld zaken levert zowel aan consumenten als aan niet-consumenten, dan is het dus raadzaam om extra aandacht aan het verschil te besteden bij het opstellen van uw algemene voorwaarden. Ook kan het natuurlijk voorkomen dat uw activiteiten zowel bestaan uit dienstverlening als uit de levering van zaken. Ook in dat geval is het raadzaam om met deze verschillende activiteiten rekening te houden bij het opstellen van uw algemene voorwaarden.

In deze toelichting wordt verwezen naar wetgeving. De bepalingen waarnaar verwezen wordt kunt u onder andere raadplegen op <http://www.overheid.nl>

Algemeen

Bij consumententransacties zijn de wettelijke regelingen van de zogenaamde consumentenkoop (Boek 7 BW) en de wettelijke regeling over algemene voorwaarden, waarbij met name de "zwarte" en "grijze" lijst van belang zijn, van toepassing. De "zwarte lijst" bevat zogenaamde nietige bedingen. De "grijze lijst" bevat zogenaamde vernietigbare bedingen.

Artikel 1: Algemeen

.....: Hier dient u de naam van uw bedrijf in te vullen.

Artikel 5 lid 3: Overmacht

Indien de overmachtsituatie langer duurt dan 2 maanden.

Deze termijn dient slechts als voorbeeld en kan afhankelijk van de soort en inhoud van de overeenkomst langer of korter zijn. Indien u deze termijn wijzigt, is het uiteraard wel van belang dat u een reële termijn opneemt, die aansluit bij de aard van uw onderneming en de activiteiten daarvan.

Artikel 6 lid 1 en 2: Betaling en incasso

Betalingstermijn van 14 dagen.

Deze termijn kan afhankelijk van de branche langer of korter zijn. Een dergelijke termijn mag echter niet zo kort zijn dat het voor uw contractspartij niet of nagenoeg niet mogelijk is om binnen de door u gehanteerde termijn het verschuldigde te voldoen.

Ook de verzuimrente van 1% per maand kan hoger of lager bepaald worden. De rente die u wilt hanteren mag echter niet buitensporig hoog zijn.

artikel 5: Overmacht

De in artikel 5 genoemde omstandigheden zijn niet de enige omstandigheden die de conclusie rechtvaardigen dat er sprake is van overmacht. Er kunnen zich dus ook andere omstandigheden voordoen die een beroep op overmacht kunnen rechtvaardigen. Een voorbeeld daarvan zijn werkstakingen in uw bedrijf of in het bedrijf van derden.

Hoewel werkstakingen in uw bedrijf of in het bedrijf van derden waar u gebruik van maakt bij de uitvoering van een overeenkomst, in beginsel voor rekening en risico van de ondernemer zelf komen, bestaat onder bepaalde omstandigheden de mogelijkheid dat een ondernemer zich ook in dat geval zou kunnen beroepen op overmacht. Dit zal in het bijzonder het geval kunnen zijn indien naar objectieve maatstaven u geen maatregelen heeft kunnen nemen om in het concrete geval de consequenties van werkstakingen te voorkomen.

Gebruiker behoudt zich het recht voor om ook een beroep op overmacht te doen in het geval van werkstakingen in het bedrijf van Gebruiker of van derden.

Artikel 8 lid 2 en 4 : Garantietermijn en meldingstermijn

.....: Hier dient u de garantietermijn in te vullen.

De in artikel 8 lid 2 door u op te nemen garantieperiode is afhankelijk van hetgeen de koper van de te leveren zaak redelijkerwijs mag verwachten.

Wat de koper daarvan mag verwachten is onder andere afhankelijk van de aard van de zaak.

De koper mag bijvoorbeeld van een nieuwe zaak of van een merkartikel andere eigenschappen verwachten dan hij mag verwachten van een gebruikte zaak of van niet merk-artikelen.

Ook is relevant wat de verkoper heeft medegedeeld omtrent de eigenschappen van de zaak.

In dit kader dient te worden gewezen op het vermoeden dat een zaak behept is met een gebrek. In artikel 7:18 BW is namelijk opgenomen dat bij een consumentenkoop wordt vermoed dat de zaak bij aflevering niet aan de overeenkomst heeft beantwoord, indien de

afwijking van het overeengekomene zich binnen een termijn van zes maanden na aflevering openbaart, tenzij uit de aard van de zaak of van de afwijking zich daartegen verzet.

De in artikel 8 lid 4 opgenomen meldingstermijn van twee maanden is een wettelijke termijn, in die zin dat een melding binnen twee maanden, tijdig is (artikel 7:23 lid 1 BW). Deze termijn mag korter zijn, maar valt dan onder de werking van artikel 6:237 onder h BW (De grijze lijst).

De klachtentermijn waarbinnen de consument de verkoper in kennis dient te stellen van een geconstateerd gebrek, vangt aan vanaf het moment van constatering van het gebrek. Indien het gebrek zich voordoet binnen een termijn van zes maanden na de datum van (af)levering, dan wordt het gebrek vermoed aanwezig te zijn geweest op het moment van (af)levering van de zaak, tenzij:

- het bewijs van het tegendeel wordt bewezen;
- deze veronderstelling onverenigbaar is met de aard van de zaken of van het gebrek aan overeenstemming.

Behoudens in het geval van deze twee uitzonderingen is de koper in dat geval gerechtigd de zaak kosteloos in overeenstemming te laten brengen met de overeenkomst. Daarbij heeft de consument de keuze tussen herstel of vervanging van de zaak.

Indien herstel of vervanging niet mogelijk is, dan heeft de consument de mogelijkheid om een passende verlaging van de koopsom te verlangen of de overeenkomst te ontbinden. De consument kan echter geen ontbinding vorderen indien het gebrek aan overeenstemming van geringe betekenis is.

Artikel 9 lid 3: Aansprakelijkheid

Aansprakelijkheidsbeperking tot driemaal de factuurwaarde.

De hoogte van de aansprakelijkheid kan variabel worden bepaald. Daarbij kunnen meerdere factoren van belang zijn.

Zo zal een vergaande beperking minder snel toelaatbaar worden geacht indien het risico prima verzekeraar is. Een exoneration zal daarentegen wel eerder toelaatbaar zijn indien de verhouding tussen de verkoopprijs van de te leveren producten of de prijs die werd betaald voor de door de gebruiker geleverde dienst, gering is terwijl de schade die daaruit kan voortvloeien dusdanig omvangrijk is dat deze in geen verhouding staat dat het redelijk is om de aansprakelijkheid te beperken.

Het is dus steeds van belang dat u een goede beoordeling maakt van alle relevante omstandigheden. Daarbij dient u er rekening mee te houden dat een volledige uitsluiting van aansprakelijkheid in het algemeen niet aanvaardbaar zal worden geacht.

Indien u een aansprakelijkheidsverzekering heeft afgesloten of een dergelijke verzekeringsovereenkomst wilt aangaan, dan is het raadzaam om de inhoud van uw algemene voorwaarden voor te leggen aan uw verzekeringsmaatschappij.

De beperking van aansprakelijkheid tot driemaal de factuurwaarde zoals opgenomen in het model, is gebaseerd op de beperking daarvan in artikel 7:509 BW. Het is echter steeds van belang dat u er dus rekening mee houdt dat er zich omstandigheden kunnen voordoen waarin een beroep op een dergelijke beperking in strijd met de redelijkheid en de billijkheid zal worden geacht.

Artikel 10: Verjaringstermijn

De in artikel lid 1 opgenomen termijn verkort de termijn die de wet stelt. Een beding waarbij de verjaringstermijn korter dan een jaar is, wordt aangemerkt als onredelijk bezwarend in de zin van artikel 6:237 BW.

De in artikel 10 lid 2 genoemde termijn komt overeen met de termijn zoals die is opgenomen in artikel 7:23 lid 2 BW. Deze termijn is dwingend van toepassing bij consumentenkoop. Van een dergelijke termijn kan bij consumentenkoop dan ook niet afgeweken worden.

Artikel 13: Intellectuele eigendom

Deze bepaling is geheel facultatief en afhankelijk van de vraag of er intellectuele eigendomsrechten in het geding zijn.

Artikel 14: Toepasselijk recht en geschillen

In sommige branches bestaat een aparte geschillenregeling. Indien er binnen uw branche sprake is van een dergelijke regeling dan bestaat de mogelijkheid dat u die dient te volgen. In dat geval dient artikel 14 daaraan aangepast te worden. Niet iedere geschillenregeling is echter bindend voor de leden binnen de branche. U hebt dan dus een keuzemogelijkheid. Of er in uw branche een geschillenregeling bestaat en of deze bindend voor u is, kunt u navragen bij uw brancheorganisatie.

Artikel 15: Vindplaats voorwaarden

.....: Vul hier in bij welke Kamer van Koophandel u uw voorwaarden hebt gedeponeerd.

Nb.

Het kan zijn dat de toelichting niet volledig is voor uw specifieke geval. Ook kan het zijn dat u de overige bepalingen moet aanpassen aan uw onderneming en activiteiten. Het blijft dus steeds van belang om alle bepalingen zorgvuldig te beoordelen op hun juistheid, volledigheid, wenselijkheid en noodzakelijkheid voor uw onderneming. Hoewel aan de inhoud en samenstelling van de model algemene voorwaarden de grootste zorg en aandacht is besteed, aanvaardt de KvK geen aansprakelijkheid voortvloeiende uit het raadplegen en het gebruik daarvan.

Hoe gebruikt u deze algemene voorwaarden?

U moet uw klanten voor of bij het sluiten van een overeenkomst op de hoogte stellen van uw algemene voorwaarden. U kunt de bovenstaande algemene voorwaarden daarom op A4-formaat afdrukken op bijvoorbeeld offertes en aankoopbewijzen. U krijgt de voorwaarden op A4-formaat door bijvoorbeeld voor het lettertype 'Arial Narrow' te kiezen, met een puntgrootte van 5.

Algemene voorwaarden mogen niet na het sluiten van de overeenkomst kenbaar worden gemaakt. Daarom mogen ze niet op facturen worden geplaatst. De overeenkomst tussen de klant en de verkoper is dan immers al gesloten.

Als u de Algemene voorwaarden deponeert bij de Kamer van Koophandel of rechtbank (wat overigens niet verplicht is), houd er dan rekening mee dat u een normale lettergrootte hanteert. Dit in verband met de leesbaarheid.

Appendix 4 emailed list of potential customers

2-9-11 Installatie service Drenthe info van pellets gemailld. Bezocht op 1-9
2-9-11 Piet Bakker R-we info van pellets gemailld. Bezocht op 1-9
2-9-11 Vuurplaza prijs en info van pellets gemailld. Bezocht op 1-9 [wil nog proef zak 6mm](#)
2-9-11 Houtned prijzen en info van pellets en Zweedse fakkels gemailld bezocht op 1-9 heeft zak 8mm proef 8-9
2-9-11 Hommo Koster prijs en info van pellets gemailld
5-9-11 De Cameleon info en prijs Zweedse fakkels gemailld [geen bezoek adres](#)
5-9-11 Tuin collectie.nl prijs en info van Zweedse fakkels gemailld [geen bezoek adres](#)
5-9-11 Woonfacts.nl prijs en info van Zweedse fakkels gemailld [geen bezoek adres](#)
6-9-11 Hans Rake prijs en info pellets (particulier) gemailld gesproken op 6-9
7-9-11 E. Postuma (haardhout.nl) prijzen en info gemailld van pellets en fakkels gesproken 6-9
7-9-11 De Vries (nerfland.nl) prijzen en info gemailld van pellets en fakkels gesproken 6-9
7-9-11 Edelflam (BE) prijs gemailld van brandhout pellets niet gesproken.
7-9-11 Haardhout De Kiel prijzen en info pellets en fakkels gemailld gesproken 6-9
7-9-11 Bruggeman prijzen en info pellets en openhaardhout gemailld gesproken 6-9
7-9-11 De openhaarden en plavuizen spec prijs en info pellets gemailld gesproken (matig interesse)
7-9-11 Coen Nissink (houtkacheldirect.nl) prijs en info pellets brandhout en fakkels gemailld gespr 6-9
7-9-11 Pieter Oosthoek (sierra nevada) prijs en info van pellets fakkels brandhout gemailld gespr 7-9
7-9-11 Pelletverwarming.com prijs en info van pellets gemailld geen bezoek adres niet gesproken
7-9-11 Passie voor pellets prijs en info van pellets gemailld niet gesproken
7-9-11 Hoekstra Installaties prijs van pellets gemailld niet gesproken
7-9-11 Meconaf bv. prijs en info pellets gemailld niet gesproken
7-9-11 Dreamfire prijs en info van pellets gemailld niet gesproken
7-9-11 Isolatieburo.nl prijs en info pellets gemailld niet gesproken
7-9-11 Bio verwarming.nl prijs en info pellets gemailld niet gesproken
7-9-11 Groen verwarmen.nl prijs en info van pellets gemailld niet gesproken
7-9-11 Pelletconcurrent.nl prijs en info pellets gemailld niet gesproken
9-9-11 Dhr van Dijk (Dianne) prijs en info van pellets en brandhout gemailld niet gesproken
9-9-11 Techniko Ekehaar prijs en info van pellets gemailld gesproken 8-9
9-9-11 Rutherm Buinen prijs en info van pellets gemailld gesproken 8-9
9-9-11 Trendy 2000 prijzen en info pellets en fakkels gemailld gesproken 8-9 heeft German proef Plospan
9-9-11 t'Stokertje prijs en info gemailld van pellets gesproken 8-9
12-9-11 Brandhoutbedrijf Vyvey prijs en info gemailld van pellets niet gesproken.
12-9-11 Van kaars tot servet prijs en info gemailld van zweedse fakkels niet gesproken
12-9-11 De haardhout specialist.nl prijs en info gemailld van pallets niet gesproken
12-9-11 M.J. Deyle Loodrietersbdr prijs en info pellets gemailld niet gesproken
12-9-11 Krul Alltech houtkachels prijs en info pellets gemailld niet gesproken
12-9-11 Anders nog iets prijzen en info fakkels gemailld niet gesproken
12-9-11 Versteeg Hillegom prijs en info pellets gemailld niet gesproken
12-9-11 Outside-Wishes prijs en info fakkels gemailld niet gesproken
12-9-11 Otto vuur bv. prijs en info pellets gemailld niet gesproken
12-9-11 Ladiesgift prijs en info fakkels gemailld niet gesproken
12-9-11 Qualm openhaardhout prijs en info pellets en fakkels gemailld niet gesproken
12-9-11 Flam kachels en haarden prijs en info pellets gemailld niet gesproken
12-9-11 De Griffioen prijs en info pellets gemailld niet gesproken
12-9-11 Donderman sfeerverwarming prijs en info pellets gemailld niet gesproken
12-9-11 Goed en koop.nl prijs en info pellets en fakkels gemailld niet gesproken
12-9-11 Fonq.nl (fakkels) prijs en info fakkels gemailld niet gesproken
12-9-11 Kuks haarden en kachels prijs en info pellets gemailld niet gesproken

14-9-11 Mulder haarden prijs en info pellets gemaild [13-9 1 zak 6mm pellets op proef gekregen](#)
 14-9-11 Techniko Ekehaar heeft [13-9-11 1 zak 6 mm pellets op proef gekregen](#)
 14-9-11 Rutherm Buinen heeft [13-9-11 1 zak 6 mm pellets op proef gekregen](#)
 14-9-11 Biokachels.nl prijs en info gemaild van pellets niet gesproken.
 14-9-11 Haardhout De Kiel prijs en info fakkels gemaild niet gesproken
 14-9-11 Wiet v Laarhoven prijs en info pellets gemaild via Harry.
 14-9-11 Natulistic prijs en info pellets (kattebak korrels) gemaild niet gesproken
 14-9-11 Cattery van de Oude Heekt prijs en info pellets (kattebak korrels) gemaild niet gesproken
 14-9-11 Dobey prijs en info pellets (kattebak korrels) gemaild niet gesproken
 14-9-11 Dierenspeciaalzaak Bart Zeegers prijs en info pellets (kattebak korrels) gemaild niet gesproken
 16-9-11 De Vogelsangh kachels prijzen en info van alles gemaild heeft ook [proefzak gekregen](#) 15-9 gesproken.
 16-9-11 Kifra (fakkels) prijs en info fakkels gemaild niet gesproken ook niet te vinden.
 16-9-11 Kemerink Tuintrends prijs en info fakkels gemaild 15-9 gesproken
 16-9-11 Robitex prijs en info fakkels gemaild 15-9 gesproken.
 16-9-11 Esschert Design BV prijs en info fakkels gemaild niet gesproken.
 16-9-11 Wolvesend Services BV (Groeï & bloei) prijs en info fakkels gemaild niet gesproken.
 16-9-11 Bij Boudien.nl prijs en info fakkels gemaild niet gesproken.
 16-9-11 Wehkamp.nl prijs en info fakkels gemaild niet gesproken.
 16-9-11 Zagerij Popken.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 LenLkids.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 Haardhoutferwert.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 Denbesten.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 OneStopShop.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 Gogive.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 Woonaccessoires-kopen.nl prijs en info fakkels gemaild niet gesproken
 16-9-11 Houtned (van Regteren) [proef zak 6 mm gekregen](#).
 16-9-11 [Passie voor pellets heeft pallet pellets ontvangen](#)
 19-9-11 Wildkamp.nl prijs en info pellets gemaild 19-9 gesproken
 19-9-11 Vuurplaza prijs en info fakkels gemaild 16-9 gesproken
 19-9-11 Kachels Mario.be prijs en info gemaild van pellets niet gesproken.
 19-9-11 Pelletskachel.nl prijs en info gemaild van pellets niet gesproken.
 19-9-11 Low Energy products.be prijs en info gemaild van pellets niet gesproken.

19-9-11 Passie voor pellets gebeld had nog niet getest maar was niet erg blij pellets te lang en teveel stof.
 30-9-11 Passie voor pellets gebeld heeft ze getest brand wel goed maar laat te veel rommel achter in het brandpotje
 had nog een tip over een toevoegings middel van Meneba Rotterdam (Dhr Remirie) of in België Kriek
 afval van tarwe malerijen hier van word de pellet iets vetter en blijft dus langer heel. [Passie voor Pellets wil
 wel weer proberen als we nieuwe pellets hebben.](#)

20-9-11 Eppo [180 Zweedse fakkels opgehaald in Erica](#) 100 voor z'n broer de rest zelf gehouden.
 21-9-11 Steigerplank.com heeft [20-9 proef zak 6 mm pellets](#) gekregen en ook info van 8 mm big bags.
 21-9-11 Roy Kaak Esschert eerste deel meerprijs gemaild.
 28-9-11 Roy Kaak Esschert totale prijs gemaild.
 28-9-11 De Smidse prijs en info pellets gemaild 28-9 gesproken.
 28-9-11 Haardhout.nl (Eelke Kloosterman) prijs en info pellets en fakkels gemaild 22-9 gesproken
 28-9-11 Klaver haarden prijs en info pellets en openhaardhout gemaild 27-9 gesproken
 28-9-11 buitengewoon en zo prijs en info fakkels gemaild niet gesproken.
 28-9-11 Vof Eising prijs en info fakkels gemaild 28-9 gebelt
 28-9-11 Loods10 prijs en info fakkels gemaild 28-9 gebelt
 28-9-11 KACHELHOUT.NU prijs en info fakkels gemaild niet gesproken

30-9-11 Het Kacheltje prijs en info pellets gemaild 29-9 gesproken
 30-9-11 Scharenborg haaksbergen prijs en info pellets gemaild 29-9 gesproken
 30-9-11 Eelke Kloosterman foto's Zweedse fakkels gemaild.
 03-10-11 Sprokkel's haardhout prijs en info fakkels gemaild niet gesproken geen adres
 03-10-11 Haardhout-online.nl prijs en info fakkels gemaild niet gesproken
 06-10-11 L en L haardhout prijs en info fakkels gemaild niet gesproken niet gesproken
 06-10-11 Haggenburg prijs en info fakkels en pellets gemaild gesproken 5-10
 06-10-11 Hazeleger hout prijs en info fakkels gemaild gesproken 5-10
 06-10-11 De haardhout handelaar foto's, prijs en info fakkels en pellets gemaild gesproken 5-10
 07-10-11 Bas Buitelaar prijs gemaild voor 8250 kg 8 mm pellets € 1485,- ex inclusief transport.
 07-10-11 Landwinkel de oogsthoeve prijs, (particulier) info en foto's gemaild gesproken 4-10
 07-10-11 Dolderman Sfeerverwarming prijs en info pellets gemaild niet gesproken.
 07-10-11 HT Schouwen & Haarden prijs en info pellets gemaild niet gesproken
 07-10-11 [H.A.J. Engelbertink Oldenzaal heeft hout te koop aangeboden.](#)
 07-10-11 Cor van de Griend prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Gardenonline Genemuiden prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Haardhout Utrecht prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Houthandel Van Loon prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Nerfland.nl prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Stegeman Luxe Outdoor prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Van Doorn-Soest prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 VH Hunting & Outdoor prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 OpenhaardhoutCenter.nl prijs en info fakkels en pellets gemaild niet gesproken
 07-10-11 Ten Bulte hout en vloeren prijs en info fakkels gemaild niet gesproken
 07-10-11 Houthandel Lelystad prijs en info fakkels en pellets gemaild niet gesproken
 14-10-11 van der Wal hout prijs en info fakkels en pellets gemaild 11-10 bezocht
 14-10-11 W. van Alphen hout prijs en info fakkels en pellets gemaild 13-10 bezocht
 14-10-11 G.B. van Echtelt hout prijs en info openhaardhout gemaild 13-10 bezocht
 14-10-11 Relatiegeschenken.nl prijs en info fakkels gemaild niet gesproken.
 14-10-11 WR International prijs en info fakkels en pellets gemaild niet gesproken

Mulder haarden Niet blij met de pallets te veel stof glas van de kachel wordt erg vies en word minder warm dan andere pellets.

Van Dijken krijgt 160 ton pellets per jaar van Logispan voor 13,5 ct/kg in bulksilo geblazen. Als wij voor de zelfde prijs kunnen moeten we het laten weten. Verbrand al 6 jaar pellets.

Koks heeft 5 big bags geprobeerd vind het nog te duur krijgt nu snippers €11,- m3 100m3 = 18 ton ongeveer.
 Zit wel erg veel energie in krijgt kegelvorming door te hoge temp opmengen en dan gaat het goed.
 Als we goedkopen zijn weer komen.

Eelke Kloosterman 27-9 bezocht zet de fakkels met foto's op z'n site en kijkt dan verder na hoeveel vraag er naar komt.

Martijn Mulder kalvermester 4-10 bezocht heeft snippers maar zijn te grof veel storingen wil graag pellets proberen maar heeft een aanbieding van 16 ct/kg thuis ik heb hem 14-10 10 big-bags ook voor 16ct/kg thuis aangeboden. Hij wil er eerst 5 hebben geen ruimte voor meer ze in week 43 wel ontvangen eerst bellen.

Haggenburg 4-10 bezocht wil de fakkels en pellets op z'n site en kijkt dan verder na hoeveel vraag er naar komt. Is wel geïnteresseerd.

Landwinkel de Oogsthoeve 4-10 bezocht had het erg druk met oogsten van appels ed prijs en info gekregen en kijkt er na.

Hazeleger 5-10 bezocht matig geïnteresseerd maar kijkt en na houd het in de gaten.

De haardhout handelaar 5-10 bezocht niet thuis direct gebeld is wel geïnteresseerd in pellets en fakkels was al even opzoek naar zoiets.

Danko heeft al pellets bevalt goed en laat het eerst zo. Bezocht 11-10.

Houtzagerij.nl 11-10 bezocht niet thuis.

van der Wal Noordbergum geïnteresseerd in pellets en fakkels 14-10 gemaïld 11-10 bezocht.

Janus 11-10 bezocht krijgt van Master fire bevalt goed doen onderling nog andere dingen laat het zo.

Haardhoutonline.nl 11-10 bezocht doet alleen on-line verkoop weet niet of het wat voor hun is maar kijkt erna.

van Walsem Rhenen wil een pallet Essen haardhout proberen niet te grof 12-10 bezocht

van Echtelt wel geïnteresseerd in haardhout krijgt nu van Master fire is vrij duur werkt met provisie 13-10 bezocht

Van Alphen wel geïnteresseerd in fakkels en pellets 14-10 gemaïld 13-10 bezocht.

Betuws haardenhuis zoekt een leverancier met zeer constante kwaliteit en **droogte** 20% of minder (deze winter nog niet) heeft zelf liefst Berken hout ca 25 cm lang en ca 12 cm doorsnee groter wil niet in particuliere kachels moet erg droog zijn.

Hij wil alleen een goed adres door kunnen geven aan z'n klanten met kooiaap lossen een groot voordeel vooral in die buurt smalle dijkjes enz. 13-10 bezocht.

Steigerplank.com is wel tevreden brand goed maar we zijn nog te duur gezakt. 17-10 gebeld.

19-10-11 Fonq.nl prijs en info fakkels gemaïld niet gesproken.

21-10-11 Golden Flame prijs en info gemaïld openhaardhout, fakkels en pellets. Niet gesproken

21-10-11 Anders nog iets prijzen en info fakkels gemaïld kleine hoeveelheid voor groothandel prijs

21-10-11 Vuurplaza prijs en info fakkels gemaïld kleine hoeveelheid voor groothandel prijs

21-10-11 Van kaars tot servet prijs en info gemaïld fakkels kleine hoeveelheid voor groothandel prijs

21-10-11 Gebr. Qualm prijs en info fakkels en pellets gemaïld René 21-10 gebeld wil een paar proef zakken pellets en fakkels hebben afspraak met Wim maken.

21-10-11

21-10-11 Gebeld door Meint, Van Kaars to servet wil graag aan dropshipment gaan doen ca 1000 st per jaar wil graag exclusief recht kan dat?

3 tot 10 per keer versturen. Gewicht per fakkel contract bij post voor pakketten verzending? Hij wil een totaal prijs met staffeling incl verzending op z'n site zetten.

- 24-10-11 De haardhout handelaar prijzen, foto's en info gemaild hij gaat er mee bezig op de site zetten (fakkels) gebeld 24-10-11
- 24-10-11 Antiek & koloniaal prijs, info en foto's openhaardhout, fakkels gemaild.
- 24-10-11 Kachelshop Kruisland haardhout van masterfire bevalt goed wil wel fakkels proberen prijs foto's en info gemaild.
- 25-10-11 Eric Mulder Dalerveen prijs info en foto's fakkels en openhaardhout gemaild. 25-10 gesproken
- 25-10-11 Fire-Up International BV prijs info en foto's fakkels en openhaardhout gemaild. 25-10 gesproken
- 28-10-11 Vermeulen steen en hout prijs en info fakkels en pellets gemaild niet gesproken
- 28-10-11 Nerfland.nl prijs, info en foto's fakkels gemaild 28-10 gesproken
- 28-10-11 De Steenpaal prijs, info en foto's fakkels gemaild niet gesproken
- 28-10-11

Zweedse fakkel

Ideaal voor een gezellige (zomer)avond in de tuin. De Zweedse fakkel biedt niet alleen warmte en licht op een simpele en veilige manier, maar bovenal veel gezelligheid. In Zweden wordt deze sfeermaker al sinds de 16e eeuw gebruikt en is nu kant-en-klaar bij ons te koop.

Details

- Hoogte van 25 cm
- Diameter van 20-23 cm
- Geleverd met touwtje en aanmaakblok

Prijs

De Zweedse fakkels worden geleverd per krat, hiervoor geldt de volgende prijs:

- Special design krat, à 75 stuks. Prijs €2,35* per fakkel



WoodGrill

De WoodGrill is een 100% ecoproduct en kan worden gebruikt als barbecue of ander vuurelement. Door middel van een aanmaakblokje brandt het houtskool (en de grill) heel geleidelijk waardoor de WoodGrill zo'n 2 uur plezier geeft. De WoodGrill is beschikbaar in twee verschillende groottes, namelijk met een diameter van 20-24 cm en met een diameter van 24-28 cm.



Prijs

- Ø 20-24 cm - € 3,40* per stuk
- Ø 24-28 cm - € 4,50* per stuk

Mocht u nog vragen hebben of geïnteresseerd zijn dan kunt u uiteraard altijd contact met ons opnemen.

Met vriendelijke groet,

Energiehout Holland

E: info@energiehoutholland.nl

T: 0523-265305

M: 06-20 60 4127

Appendix 5.2 woodpellets

Houtpellets

De pellet is samengeperst hout, dat wordt geproduceerd van zaagafval. Uitermate geschikt voor het verwarmen van uw woning of schuur. Economisch gezien is het gebruik van pellets zeer voordelig (50% t.o.v. aardgas). Eveneens is het milieuvriendelijk want het verbranden van pellets is CO2 neutraal.

Details

- Diameter 6 mm
- Stortdichtheid 680 kg/m³
- Energiewaarde 17,4 MJ/kg
- Vochtgehalte 7,4 %
- Testrapport, GBA Gesellschaft für Bioanalytik



1 pallet

55 zakken à 14 kg : € 154,-- (excl. transport)

10 pallets

550 zakken à 14 kg : € 1.540,-- (franco)

De vermelde prijzen zijn excl. BTW

Bestellen

Mocht u geïnteresseerd zijn in ons product dan kunt u uw bestelling aan ons doorgeven. Dit kan via onderstaand telefoon- of faxnummer of via de e-mail.

Voor meer informatie verwijzen wij u naar onze website www.energiehoutholland.nl of kunt u contact met ons opnemen.

Met vriendelijke groet,

Arjo Brink

arjo@energiehoutholland.nl

M : 06-20 60 4127

T : 0523-265305



BRANDHOUT

Hierbij willen wij u attenderen op de volgende aanbieding:

- Per pallet circa 2 m³ brandhout
- Ovengedroogd <20%
- Houtsoorten Essen, Eiken en Beuk



Van €225,-

Nu voor maar €175,- per pallet

U bespaart ruim 20%



De vermelde prijs is excl. BTW en transport waarbij grotere afname franco wordt geleverd.

Bestellen

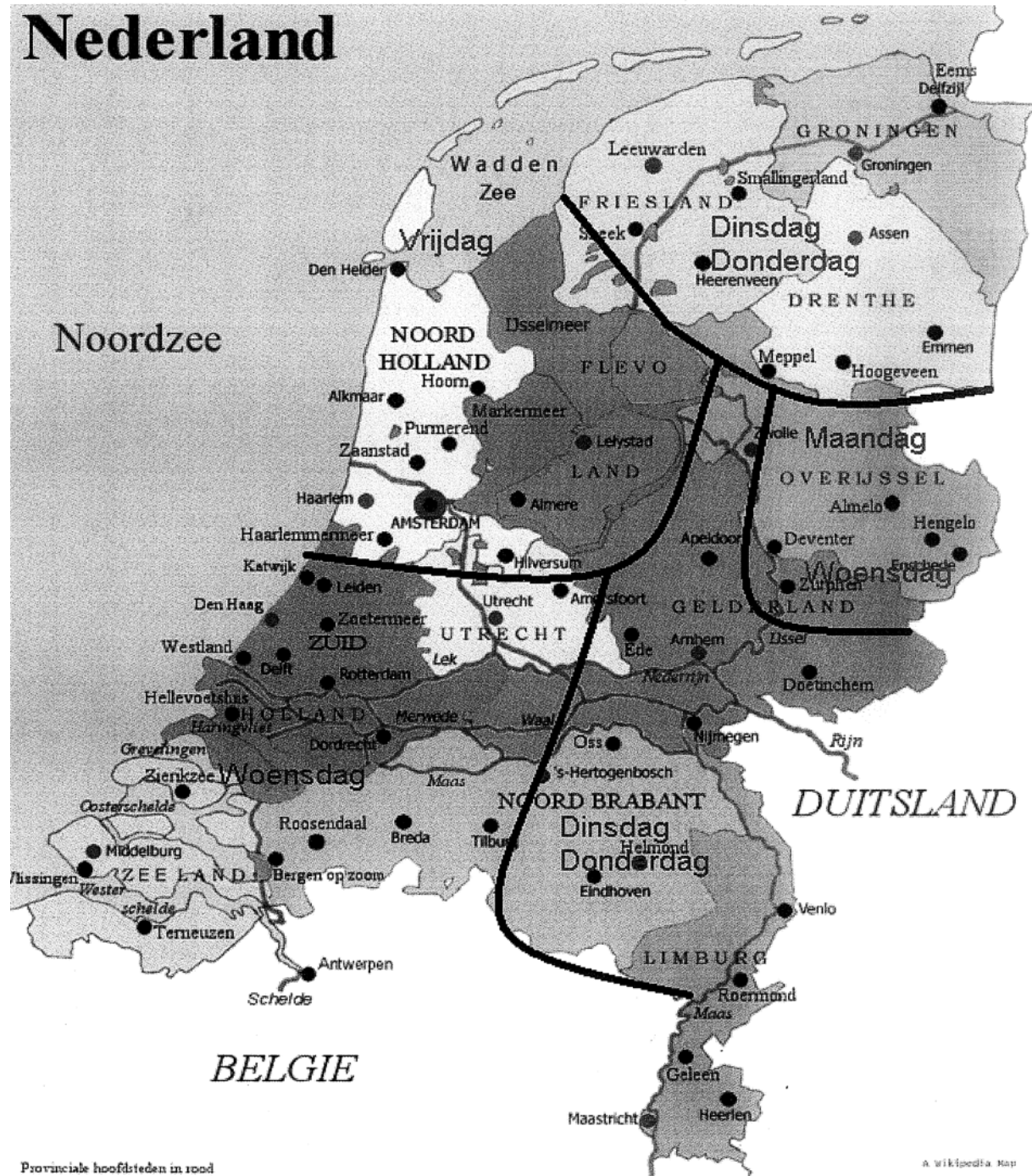
Mocht u geïnteresseerd zijn in ons product dan kunt u uw bestelling aan ons doorgeven. Dit kan door middel van bijgevoegd bestelformulier of via onderstaand e-mailadres.

Voor meer informatie verwijzen wij u naar onze website www.energiehoutholland.nl of kunt u contact met ons opnemen.

Met vriendelijke groet,

Arjo Brink
a.brink@houtimportaandevecht.nl
M : 06-20 60 4127
T : 0523-265305

Appendix 6 transportation schedule Houtimport aan de Vecht B.V.

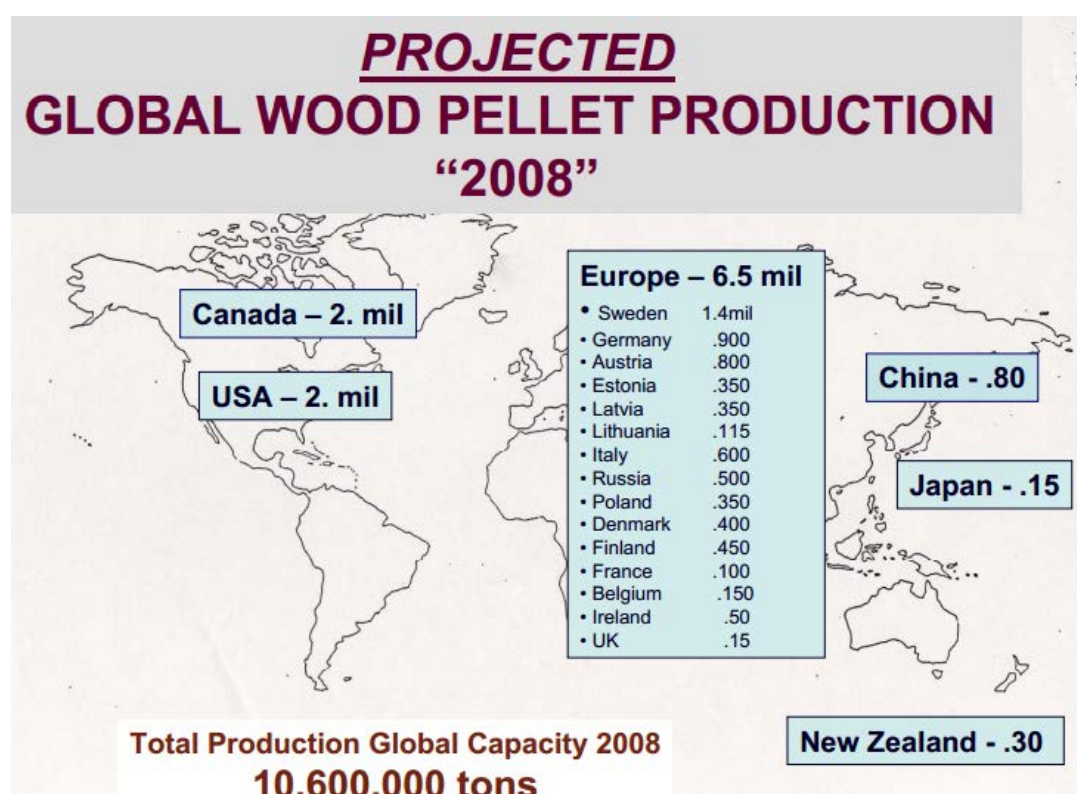


Appendix 7 number pellet boiler in the Netherlands

	Aantal verbrandingsinstallaties					MW
	2005	2006	2007	2008	2009	2009
≤0,1 MW	431	841	1.186	1.366	1.457	83.8
>0,1 t/m 0,5 MW	146	221	271	350	343	94.4
>0,5 t/m 1,0 MW	63	65	81	81	83	60.2
>1 MW	100	98	97	96	96	199.5
Totaal	740	1.225	1.635	1.893	1.979	438.0
Erbij geplaatst	209	516	417	274	125	21.0
Uit bedrijf genomen	21	31	7	39	16	3.0
Aangemeld bij EIA	130	283	253	301	218	

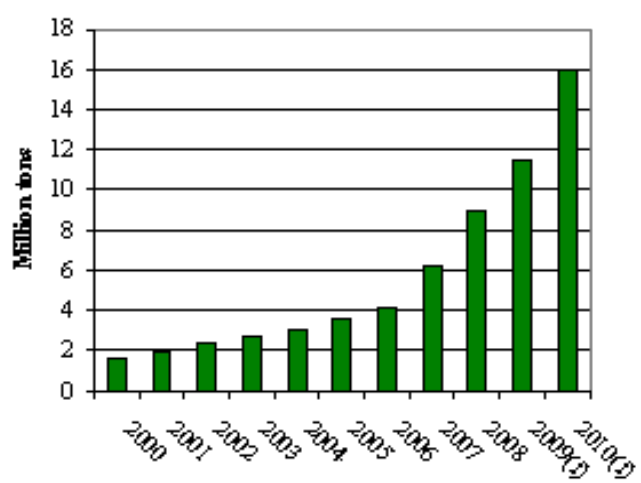
burning installations for businesses. Source: CBS

Appendix 8 global pellet production



Source: www.iea.org

Appendix 9 Global pellet production

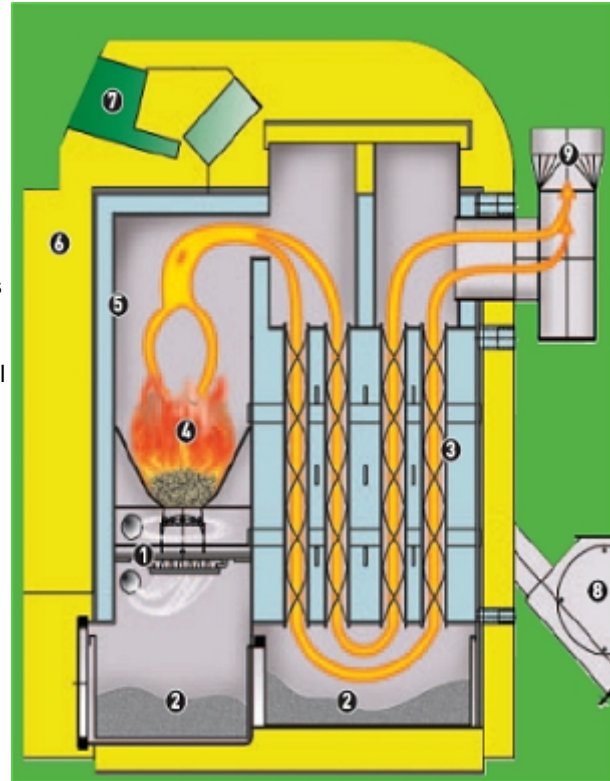


source: unece.org Global pellet production

Appendix 10 Wood Pellet Boiler Installations

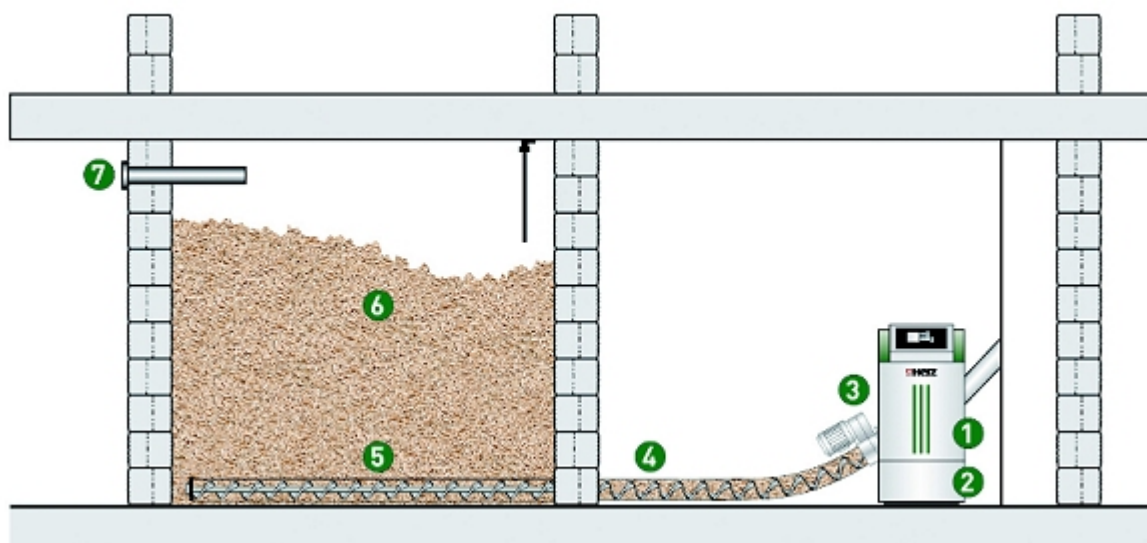
Wood Pellet Boiler Features

- Easy and convenient to operate
- Fully automatic fuel feed system (8)
- Burn back safety device BSD (8)
- Automatic ignition start
- Large ash-pan (2)
- Low space requirement
- **Optional features in advanced boilers**
 - o Fully automatic grate cleaning system (1)
 - o Lambda probe combustion control for fuel efficiency
 - o Complete central control system (7)
 - o Self cleaning boiler channels (3)



The working Principles of a Wood Pellet System

- The burning of wood pellets generate energy to heat the home
- Wood pellets are automatically fed to the burning chamber (3,4) as required
- Ash pan may required to be emptied every 3-4 weeks depending on use (2)
- When pellet storage runs low, new pellets are blown in through the shoot (7) automatically from delivery truck



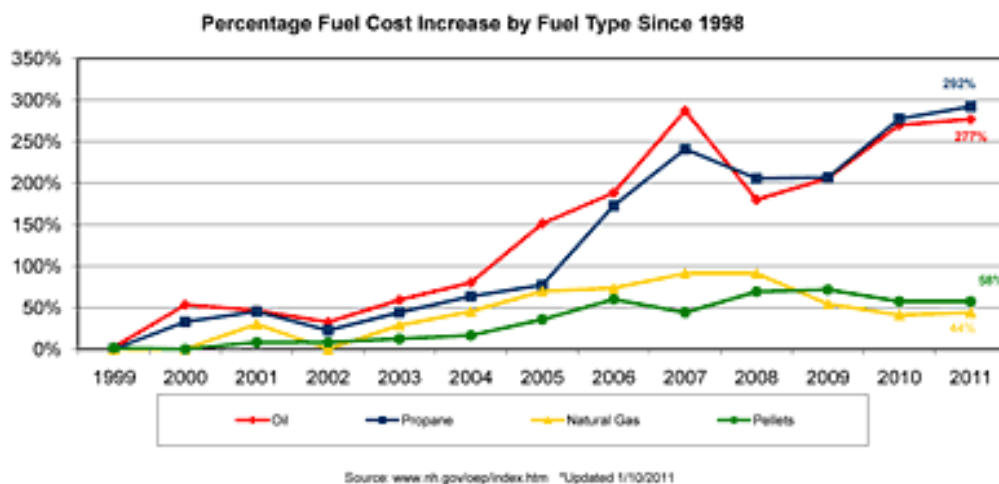
Appendix 11 pellet quality standards

De verschillen tussen de normen

	EN14961-2 Kwaliteit A1	EN14961-2 Kwaliteit A2	Industriepellets Kwaliteit B	DIN Plus	DIN 51731 ÖNorm M 7135
Doorsnede D [mm]	6 (± 1)	6 (± 1)	4 tot 10	4 tot 10	4 tot 10
Lengte L [mm]	$3,15 \leq L \leq 40$	$3,15 \leq L \leq 40$		5 x D > 1,12	< 50 1,0 tot 1,4
Soortelijk gewicht [kg/dm³]	≥ 600	≥ 600			
Stortdichtheid [kg/m³]	≥ 16,5	≥ 16,5			
Energiewaarde [MJ/kg]	≥ 10	≥ 10	< 12	> 18 < 10	17,5 tot 19,5 < 12
Vochtigheidsgraad [%]	≤ 1	≤ 1		< 1	
Fijnstofaandeel [%]	≥ 97,5	≥ 97,5			
Mechanische vastheid [%]	≤ 0,7	≤ 1,0		< 0,5	< 1,5
Asopbrengst [%]	≥ 1200	≥ 1100			
Assmeltpunt [°C]	≤ 0,02	≤ 0,03	< 0,03	< 0,02	< 0,03
Chloorgehalte [%]	≤ 0,05	≤ 0,05	< 0,08	< 0,04	< 0,08
Zwavelgehalte [%]	≤ 0,3	≤ 0,5	< 0,3	< 0,3	< 0,3
Stikstofgehalte [%]	≤ 10	≤ 10			
Kopergehalte [mg/kg]	≤ 10	≤ 10			
Chroomgehalte [mg/kg]	≤ 10	≤ 10			
Arseengehalte [mg/kg]	≤ 1	≤ 1			
Cadmiumgehalte [mg/kg]	≤ 0,5	≤ 0,5			
Kwikzilvergehalte [mg/kg]	≤ 0,1	≤ 0,1			
Loodgehalte [mg/kg]	≤ 10	≤ 10			
Nikkelgehalte [mg/kg]	≤ 10	≤ 10			
Zinkgehalte [mg/kg]	≤ 100	≤ 100			

(Source: www.bio-verwarming.nl)

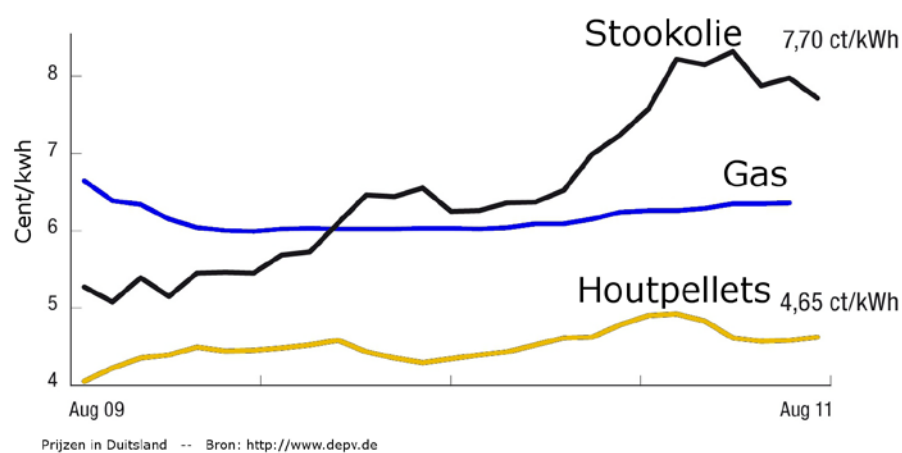
Appendix 12



source: www.pelletheat.com

Appendix 13

Houtpelletprijzen augustus 2009-2011



Appendix 14

Acceptatie duurzame energie

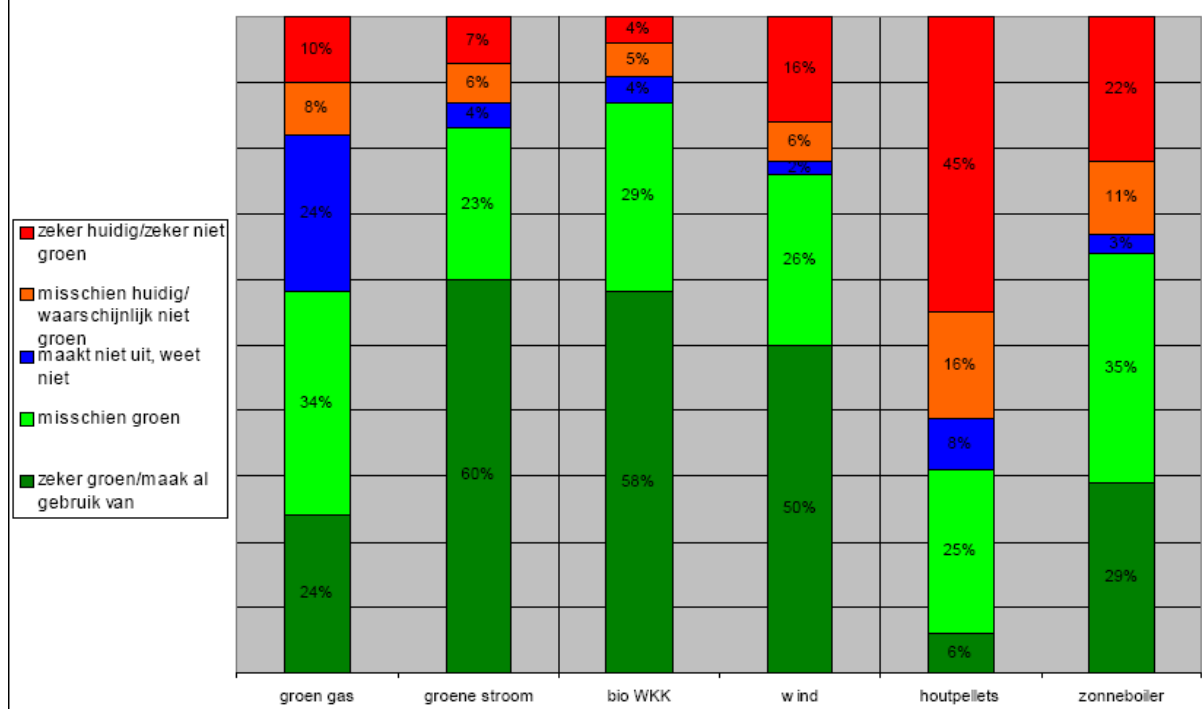


Diagram duurzame energie acceptatie, energy research centre of the Netherlands (ECN).

Appendix 15 TNT post service

 Pakketten binnen NL Past niet door de brievenbus		
Maximale afmeting	Gewicht	Prijs
100 x 50 x 50 cm	0-10kg	€ 6,75
175 x 78 x 58 cm	10-30kg	€ 12,20

 Kortingen	
Korting	
Zelf printen van het label en naar het postkantoor brengen	€ 0,24 per pakket (Binnen Nederland 10 tot 30kg en internationaal 10 tot 20kg)
Zakelijke verzenders met BTW nummer	€ 0,50 per pakket

 Extra opties	
Service	Prijs
Aangetekend verzenden	€ 1,30 per pakket
Pakket laten ophalen	€ 2,50 per 5 pakketten

source: handout PostNL online verzendservice

Met genoeg stuur ik u hierbij meer informatie over het versturen van uw pakketten via PostNL .

U kunt een pakkettencontract bij PostNL afsluiten als u minimaal 100 pakketten per jaar verstuurt.

De prijs is dan 6,02 Euro per collo en 0,17 Euro per KG.

Wij hebben contractmogelijkheden voor minimaal 100, 250, 500 en 1000 pakketten op jaarbasis.

Uiteraard geldt dat hoe meer pakketten u verstuurt, hoe voordeliger de prijs wordt. Wij informeren u daar graag over.

Indien u op contractbasis pakketten verstuurt via PostNL ontvangt u een digitaal voormeldprogramma.

Daarmee kunt u de pakketten verzendklaar maken door het adres in te voeren, uit te printen en op het pakket te plakken.

Op dit etiket staat tevens een unieke barcode waarmee het pakket traceerbaar blijft.

Voor meer informatie over dit voormeldprogramma kunt u kijken op:

<http://www.postnlpakketten.nl/klantenservice/veelgestelde-vragen/parcelware/instructievideo-parcelware.aspx>

De systeemeisen van Parcelware vindt u hier: <http://www.postnlpakketten.nl/klantenservice/veelgestelde-vragen/parcelware/systeemeisen-parcelware.aspx>

Het vervoer van de pakketten naar het dichtstbijzijnde Business Point kunnen wij voor u verzorgen d.m.v. onze haalservice.

Natuurlijk kunt u er ook voor kiezen de pakketten zelf bij ons af te leveren.

Meer informatie over onze haalservice kunt u vinden op: <http://www.postnl.nl/zakelijk/services/postnl-haal-en-brengservice/>

Een andere mogelijkheid om uw pakketten op te laten halen is de Online Verzend Service.

Hiermee kunt u zonder een contract voor een haalservice uw pakketten op laten halen en toch gebruik maken van zakelijk voordeel.

Alle informatie over deze service staat op: <https://onlineverzendservice.tntpost.nl/>

De link om gelijk in te loggen en in aanmerking te komen voor de zakelijke korting van de Online Verzend Service is: <https://onlineverzendservice.postnl.nl/Register?partner=BIC>

Enkele kenmerken van de Online Verzend Service zijn:

- * De prijs die u als zakelijke klant krijgt is 6,25 Euro tot 10 kg en 9,75 Euro tot 30 kg.
- * De pakketten die met de Online Verzend Service zijn aangemaakt kunt u bij ieder punt van PostNL afgeven.
- * In de bijlage vindt u een voorbeeld (deze is berekend zonder korting).
- * Alle prijzen hierboven genoemd zijn exclusief BTW. Wijzigingen zijn voorbehouden.

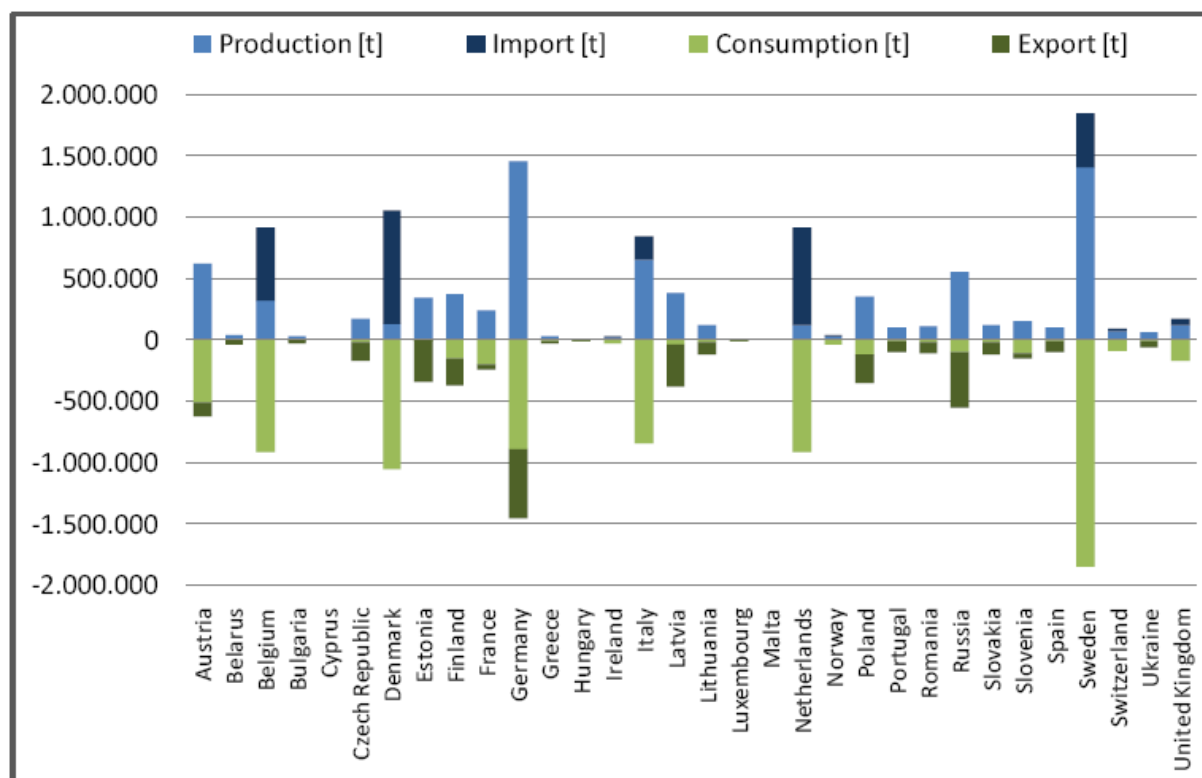
Indien u geïnteresseerd bent in het afsluiten van een pakkettencontract, de haalservice of meer informatie wilt over bovengenoemde diensten kunt u contact met mij opnemen via 088-8686868 of reageren op deze mail. Ik neem dan zo spoedig mogelijk contact met u op.

Met vriendelijke groet,

Viola van der Rhee
Adviseur Business Service
Zakelijke Markt

Appendix 16 Dutch woodpellet market

Figure 3.5: Balance of pellet volumes for the major European country markets 2008



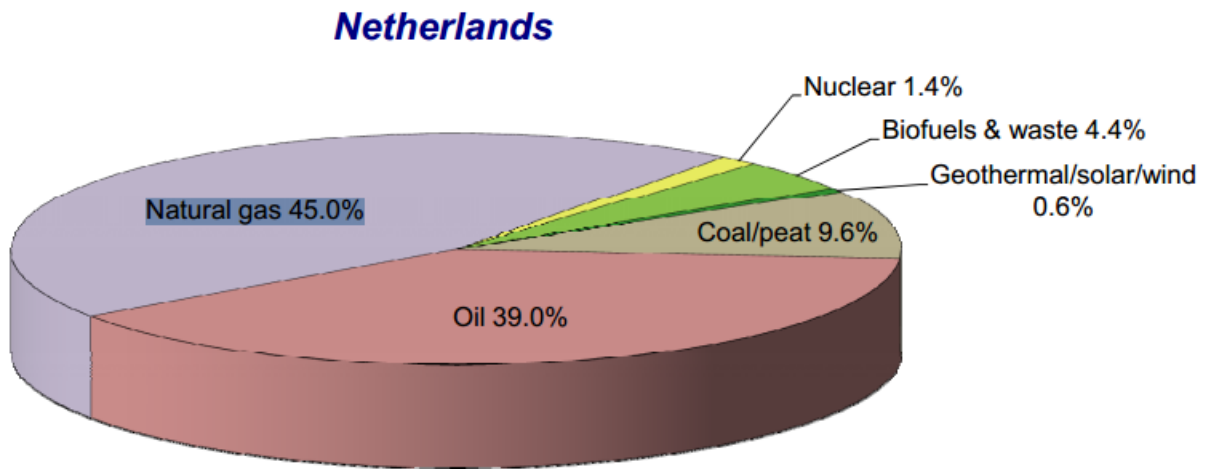
in tons

source:

http://thewoodcoaladvocacycouncil.com/images/stories/Development_European_Pellets_Market.pdf

Appendix 17 primary energy supply the Netherlands

Share of total primary energy supply* in 2009



source: IEA

Appendix 18 transportation calculation

link to check how much energy is spilled for the woodpellets to reach us.

http://people.hofstra.edu/geotrans/eng/ch8en/conc8en/energy_freight.html

Copyright © 1998-2012, Dr. Jean-Paul Rodrigue, [Dept. of Global Studies & Geography](#), Hofstra University, New York, USA.

Ship -> 4000ft – 5000ft

Uses 75 tons of fuel a day

From indonesia to Holland around 13000km.

14 days means $14 \times 75 = 1050$ tons of fuel

Fuel has an energy amount of 42MJ per KG

$1050.000 \times 42 = 44100000$ MJ

= 12250000 KWH it takes to transport one ship with cargo towards NL.

or

For a ship to move 1ton of cargo

Uses 1 KWH of energy to travel 55KM

$13000\text{km} / 55 =$ around 250KWH

1kg of pellets holds 5 KWH

Meaning 50KG of pellets are used to ship 1 ton of pellets. (in comparison)

0.2kg of woodpellets to travel 55KM to move 1 ton of cargo

$0.2 \times 236 = 47$ kg of pellets over 13000 km.

Appendix 19 calculation costs advertisement

Costs flyer Energiehout Holland

Printing costs

A5-formaat

- ☐ Dubbelzijdig full-color bedrukt
- ☐ 10.000 stuks
- ☐ Glanzend papier
- ☐ 135 grams
- ☐ Kosten: € 128,00 ex. BTW

source: van Olst reclame

Voor A6 formaat: bedragen de kosten €64,-

Wij moeten dan zelf een ontwerp maken voor de flyer.

Verspreidingskosten

De kosten voor 10.201 adressen bedragen € 27.95 per 1000

Postcode	Plaats	Aantal huisadressen	Prijs
7691	Bergentheim	1405	€ 39.27
7696	Brucht	175	€ 4.89
7771	Hardenberg	2370	€ 66.24
7772	Hardenberg	4828	€ 134.94
7773	Hardenberg	825	€ 23.06
7785	Anevelde	18	€ 0.50
7792	Venebrugge	80	€ 2.24
7793	Hoogenweg	220	€ 6.15
7794	Rheeze	95	€ 2.66
7798	Collendoorn	185	€ 5.17
Totaal prijs verspreidingen:			€ 285.12 (excl. btw)

Bron: reclamedienst verspreidingen

Dit omdat de minimale hoeveelheid 10.000 stuks beslaat.

Aanlevering gebeurt in Cuijk.

Eventueel mogelijk om andere postadressen in te voeren.

Appendix 20 customer list of torches, campings

Campings Overijssel	Email	Location
Camping Beerze Bulten	info@beerzebulten.nl	Beerze-ommen
Camping Buytenplaats boekelo	info@buytenplaatsboekelo.nl	Boekelo
't Grasbroek	recreatie@grasbroek.nl	Bornerbroek
Camping de Blekkenhorst	info@de-blekkenhorst.nl	Den Ham
Camping de Poppe	info@depoppe.nl	Markelo
Camping de Papillon	info@depapillon	Denekamp
Camping Gerner	info@gerner.nl	Dalfsen
Recreatieoord Dennenlust	dennenlust@planet.nl	De Lutte
Camping het Tolhuis	tolhuis@gmx.net	Dalfsen
Camping Starnbosch	info@starnbosch.nl	Dalfsen
Camping Dennenoord	denne.camp@wxs.nl	Giethmen
Camping Bergzicht	info@bergzicht.nl	Giethmen
De kleine belties	camping@dekleinebelties.nl	Hardenberg
Camping rheezerwold	info@rheezerwold.nl	Heemserveen
Camping de klimberg	camping@deklimberg.nl	Hardenberg
Camping Holterberg	info@campingdeholterberg.nl	Holten
Vakantiepark Heino	info@campingheino.nl	Heino
Camping de Vechtkamp	info@devechtkamp.nl	Holthene
Camping de Rammelbeek	info@rammelbeek.nl	Lattrop
Camping heidepark	campingheidepark@hetnet.nl	Lemelerveld
Camping besthmenerberg	info@vacantievreugd.nl	Ommen
Camping de kleine wolf	info@kleinewolf.nl	Ommen
Camping de koeksebelt	info@koeksebelt.nl	Ommen
Camping gilwell	info@adashoeve.nl	Ommen
Camping De Molenhof	info@demolenhof.nl	Weerselo
Camping t veld	info@tveld.info	Rheeze
Camping de kleve	info@dekleve.nl	Rheeze
Camping de oldemeyer	info@oldemeyer.nl	Rheeze
Jungleavonturen camping	info@jungle-avonturencamping.nl	Rheeze
Camping de zandstuve	info@zandstuve.nl	Rheeze
Camping de vechtstreek	info@sprookjescamping.nl	Rheeze
Camping stoetenslagh	info@Stoetenslagh.nl	Rheezerveen
Camping de huurne	info@camperplaatsdehuurne.nl	Wierden
Overheempark 't molke	info@molke.nl	nijverdal
Camping 't reestdal	info@reestdal.nl	Balkbrug
Camping bij 't stroink	info@bijhetstroink.nl	Blokzijl
Langoed t hazenbos	info@hazenbos.nl	buurse
Langs de dedemsvaart	campingdedemsvaart@home.nl	dedemsvaart
Camping de ravenhorst	info@deravenhorst.nl	Diepenheim
Camping de twentse es	info@twentse-es.nl	Enschede
Camping de hoogte	campingdehoogte@hetnet.nl	Eesveen
Camping d'hof	info@campingdehof.nl	Giethoorn
De sloothaak	de.sloothaak@wxs.nl	Giethoorn
Camping de stouwe	info@campingdestouwe.nl	Giethoorn
Camping eelerberg	camping@camping-eelerberg.nl	Hellendoorn
Camping Hellendoorn	info@vakantieparkhellendoorn.nl	Hellendoorn
Camping de kiekebelt	info@dekiekebelt.nl	Hoge hexel
Recreatiecentrum hooge holt	info@hoogeholt.nl	Gramsbergen
Zwieseborg	info@zwieseborg.nl	Loozen
Camping de bovenberg	info@debovenberg.nl	Markelo
Camping de luttenberg	informatie@luttenberg.nl	Luttenberg
Camping de arendshorst	info@resort-de-arendshorst.nl	Ommen
Camping de vogelsangh	info@devogelsangh.nl	Ommen

Camping de wolfskuil	info@wolfskuil.nl	Ommen
Camping krieghuusbelten	info@krieghuusbelten.nl	Raalte
Camping de biesterij	campingdebiesterij@xs4all.nl	Rijssen
Camping de keizer	info@buitenplaatsholten.nl	Rijssen

Campings Drenthe	Emailadres	Location
Vakantiepark witterzomer	Info@witterzomer.nl	Assen
Camping diana heide	info@dianaheide.nl	Amen
Camping de zwerfkei	seubers@hetnet.nl	Borger
Camping de drenthse roos	info@dedrenthseroos.nl	De Wijk
Camping diever	camping.diever@hetnet.nl	Diever
Camping de berken	info@campingdeberken.nl	Gassalte
Recreatiepark de kremmer	info@kremmer.nl	Gassalte
Camping het horstmannsbos	horstmannsbos@paasheuvelgroep.nl	Gassalte
Landgoed 't wildryck	info@wildryck.nl	Dieverbrug
Camping meistershof	info@meistershof.nl	Dwingeloo
De emmerdennen	emmerdennen@softhome.net	Emmen
Camping de berenkuil	info@berenkuil.nl	Grollo
Camping zwanemeer	zwanemeer@planet.nl	Gieten
Camping de fruithof	info@fruithof.nl	Klijndijk
Camping de kikkerije	info@kikkerije.nl	Meppel
De bronzen emmer	info@de-bronzen-emmer.nl	Meppen
Camping 't witte zand	info@twittezand.nl	Meppen
Camping de moesberg	info@moesberg.nl	Nijensleek
Camping norgerberg	info@norgerberg.nl	Norg
Camping vlintenholt	info@vlintenholt.nl	Odoorn
Vakantiepark de wiltzangh	info@dewiltzangh.nl	Ruinen
Camping de moraine	campingdemoraine20@gmail.com	Spier
Camping de valkenhof	info@camping-de-valkenhof.nl	Westerbork
Recreatiecentrum zandpol	info@zandpol.nl	Zandpol
Camping de bulte	info@debulte.nl	Zuidwolde
Camping entekoele	entekoele@wanadoo.nl	Zuidwolde
Klein zwitserlande	vakantie@campingkleinzwitserland.nl	Zuidwolde

Appendix 21 woodpellet potential customers B2B

Company - potential customer
Small bag customers
Fuego kachels
Biokachels
Mulder haarden
Krul alltech
Flam kachels en haarden
Dolderman
Kusk haarden en kachels
Ht schouwen en haarden
Kachelspecialist van Walsem b.v.
Betuws haardenhuis
Kachelshop kruisland
Openhaardcentrum Deurne
Doensen sfeerhaarden
De Vogelsangh
Janco de jong Haarden
Heerdt haardenspecialzaak
Klaver Haarden en kachels
Dreamfire
RR trading pelletkachels
Pelletkachel Groningen
Future flames
Pellet kachel warmte
Pelletkachelplaza
Euron kachels

Appendix 22 Competitive analysis

Competitive companies	Pellet prices Incl btw excl transport	Quality pellets	Product Assortment	Weak points	Strengths
Haardhout.com	66 bags a 15kg €395,- incl	A1 best quality Name pellets: FireStixx	Firewood Woodpellets	Price: almost double of EH.	- Good looking website. - Delivery at home
Beteropenhaardh out.com	52 bags a 15kg €290,- incl.	A1 best quality Pallet delivery	Woodpellets Firewood boomfakkels	High price	- Erik hulzenbosch is an ambassador for the company - Own transport - webshop
Haardhout centrale	pallet: €339 incl btw 66bags 15kg	German A1 DIN plus quality pellets bagged	Firewood Alternative firewood briquettes Woodpellets	High prices pellets and firewood	Several types of woodpellets Delivery Exclusive supplier of type of german pellets
Houtpelletsdirect .nl (webshop) plosan bio energy pellets	Pallet 56 bags € 275.25	Different qualities for the end uses Bulk and smallbags	Woodpellets Bulk Smallbags Bigbags	Only woodpellets	Website with much woodpellet information Good price
Pellethandel.com Part of: Firma OLIJVE te Emlichheim	66x20kg: €264,- 1smallbag15kg: €4,50	German din plus	Woodpellets Pelletstoves Different types	No delivery No easy website webshop	Pellet stoves as well as the wood pellets True trader
Haardhoutspecia list	1pallet 66bags €379,-	Premium holzpellets german A1	Firewood bagged and crates Briquettes woodpellets	High pellet prices	Good website Delivery
Purepower.nl	Only big bags 1200kg €246,- excl	A1 certified	Woodpellets only in bigbags and bulk	Strange website First info then ordering	Speciality B2B
delangebv.nl	€2,20 per 10kg bag	Self-produced	Own produced fireblocks Woodpellets Sawdust for various enduses	Large production factory No webshop	Niche own production etc Bio everything Subsidised factory
Pellet-shop.nl	Pallet a 50 bags a 10kg €193,- excl	DIN plus and a1 certified	Woodpellets smallbags bigbags Link to pellet stoves	Quite low prices Delivery	Limited product range

Passievoorpellet s.nl	1 Pallet 66bags a 15kg €349,- incl all	A1 certified	Main pellet stoves Woodpellets pelletpress	Only for private users Pellets come from delangebv.nl	Wide range of pelletstoves
Houtpellets- briketten.nl	Smallbag: €4,80 Pallet 52 bags: €234,- incl	A1 certified	Woodpellets small and pallet briquettes	Low quality briquettes No delivery No webshop	Normal business few time needs spend
masterfire	Smallbag cheapest €4,- Pallet: €350,- 66bags	A1 quality	Firewood Woodpellets Briquettes Coal Other fireproducts	Wide range of products no niche	4 types of woodpellets Delivery Webshop B2B and B2C
Xylohoutpellets. nl	15kg bag: €4,30 pallet 66bags: €330,- all incl	Premium holzpellets A1 and dinplus	Only woodpellets smallbags	Small market range	Woodpellets in stock Delivery
Houtned.nl	55bag a 15kg €230,- all incl	EN+ certified	Flame starters Coal products Firewood Wood snippers (sawdustparts)	No easy webshop	Many products Special offers delivery

Appendix 23 Competitive analysis firewood

Company	Price oak (2m3)	Product Assortment	Weaknesses	Strengths
Haardhout.com Brandhout.com	€325,- incl.	- firewood - 4species bagged and in crates - woodpellets - wood storages	- expensive oak - self proclaimed market leader	- oven dried firewood - delivery service - year round stock - webshop
Budgethaardhout.nl	€225,- incl.	- firewood oak, beech, birch	- air dried (2 years) - limited supply	- clarifying website - webshop - birch cheapest(€190)
Openhaardhout gigant	€275,- incl. btw and transport	- firewood - woodpellets - fuel briquettes	- high costs for advertising and website maintenance	- free kindling - delivery service - price actions - oven dried - good-looking website
De haardhout specialist	€ 289,- incl. transport and btw	- firewood - briquettes - woodpellets -	- they have a magazine	- free kindling - webshop - oven dried - delivery service
Openhaardhoutweb.nl Supply from Ukraine	€ 259,- incl. transport and btw	- firewood - briquettes - woodpellets - other fire related things	- external delivery service	- delivery service - webshop
Beteropenhaardhout.nl Supply from eastern Europe	€270,- incl.	- firewood - briquettes - woodpellets - Swedish torches - terrace furnace	- relative high costs on website and advertising	- Erik Hulzenbosch as ambassador - webshop - two locations - delivery service - much advertisement and sponsoring
bshaardhout.nl	Price mixed €70,- /m3 mix species	Firewood Yearly 200m3	- No big stock - air dried - local sources	- local trade
Haardhout.eu.nl	€260,- incl btw and transport	Firewood Pallets and bigbags	- three species - primitive website	- oven dried - specialized
Rilobi houtproducten	€259,- all incl.	Firewood three species	- small sized - primitive website	- webshop - Dutch timber - production

Qualm-openhaardhout.nl	1m3 oak €138,- excl	Firewood from	- low quality - mainly poplar - air-dried - supplier	- cheap prices - free use of trailer
Haarshout B.V.	€250,- excl	Firewood Briquettes	- one man business	-oven dried - webshop - delivery service
Houtned.nl	€270,- incl. btw and transport	- firewood - briquettes - woodpellets	- unclear website - air dried	- excels nowhere
Dehaardhoutcentrale.nl	Ash 2m3 €279,- incl.	- Firewood, beech, birch ash - Woodpellets - Briquettes	- expensive species	- oven dried - webshop - good-looking clear website
Haardhoutkopen.nl	€279,- incl.	Firewood Oak and birch	- specialized in only 2 species firewood	- webshop - oven dried - delivery service
Arnhemse fijnhouthandel	1m3 €99,- incl	Big timber trader	- take only - rest products	- trade on the side as if houtimport aan de vecht would post firewood for sale on his website
Haardhout-online.nl	€231,91 excl. btw	firewood	- air dried - strange website childish	- big stock - delivery schedule
LnL brandhout	Not shown on Website	FSC certified firewood Torches	- losgestort - no prices visible - max delivery of 6m3	- delivery service - certified timber
Brandhout Twente	Not shown on website	- Firewood for the private market - 5 firewood species	- Delivers only in surrounding - air dried	- they own a cut machine for cleaving/split - storage
Haardhout-golden.nl Wholesaler	Ash 2 m3 €265 excl	- firewood - wholesale products	- website for both businesses and private -few choices	- Webshop private sales - oven dried
Openhaardhoutpunt.nl	35L €4,25 excl	Firewood bags	- bags only - few choices -	- webshop
Marktplaats	All sorts of prices offered by private sellers	- firewood	- low quality - unknown supplier - no delivery	- customers choice

Appendix 24

Summary

James Wolfensohn

Former president of the World Bank and CEO of Wolfensohn & co.

'Big shift is coming' speech at Stanford university

Historically the western countries were able to stay ahead firstly because of their manufacturing. That got taken out it, moved to Asia. Secondly for service industries, but that also got taken out. Thirdly was technology also shifted to Asia.

Year 2000 -> 1billion people had 80% of the world's income

-> 5billion people in the developing world had 20%

By the year 2050 there will be 9billion people on the planet. That's an extra of 3billion people, 2,9 billion of which goes to the developing countries.

So come 2050 it's not 1 and 5 billion. But it will be 1.1billion in the rich countries and 7.9billion in the developing countries.

The economy is being driven on the population but also the technological innovations. These will move to the developing world.

Today the projections are the old 80-20 will become 35%-65%. 35 for the 'rich' countries (US and EU) and 65 to the developing countries. 35 for 1.1 billion and 65% for 8billion. Also IMF predicts China's economy will top USA's by 2016.

China and India will constitute 50% of the Global GDP.

Till the crisis money consumption of countries (what they could spend, country budget)

US: 10 trillion

EU: 9trillion

Asia + rest : 5 trillion

The middle class consisted of 1.5 Billion people

2030, 3billion are in the middle class and 2/3 of which live in Asia. So a middle class in China of a billion people.

By 2050 there will be 2 billion people in Africa.

Avg income \$2000,- and \$3000,- in Africa

Avg income in china lies between 30 and \$40.000,-

Africa is no longer isolated. And a fast growing market with very little development.

However interesting is how the dynamic between Africa and Asia is developing.

400 businessmen met in New Delhi and these meetings let to an understanding to both the Chinese and the Indians of having a dimension of their activities geared towards Africa. There are now 750.000 Chinese in Africa also a lot of Indians.

Also a strange thing is that hardly any American students are abroad. This in contrast with the around 100.000 Chinese studying in US.

We all know the statistics however politics and decision-making are mostly short term. These happenings will be long term and remains to be seen how this development will turn out.

Appendix 25

The Tows matrix was used to formulated from the SWOT analysis the strategies to overcome and improve the internal and external factors.

TOWS Matrix

	Strengths <i>List all identified within IFE Matrix</i> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	Weaknesses <i>List all identified within IFE Matrix</i> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
Opportunities <i>List all identified within EFE Matrix and possibly CPM Matrix</i> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	SO Strategies 1. Identify Strategies for ADVANCEMENT 2. 3. 4. 5. 6. 7. 8. 9. 10.	WO Strategies 1. Identify Strategies to OVERCOME WEAKNESS 2. 3. 4. 5. 6. 7. 8. 9. 10.
Threats <i>List all identified within EFE Matrix and possibly CPM Matrix</i> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	ST Strategies 1. Identify Strategies to AVOID THREATS 2. 3. 4. 5. 6. 7. 8. 9. 10.	WT Strategies 1. Identify Strategies to AVOID and OVERCOME 2. 3. 4. 5. 6. 7. 8. 9. 10.

Link: the tows matrix – a tool for situational analysis, Heinz wehrich, USFCA.edu

Appendix 26 Porter 5 Forces



Link: www.mindtools.com