

Case study: Offringa BV, The Netherlands



## Enhancing the Offringa offering

### Challenge

To purchase a large stock order of forklift trucks, in order to help increase Mitsubishi's market share in the competitive Dutch market.

### Solution

An extended payment terms finance product was offered by Hitachi Capital European Vendor Solutions BV (Hitachi Capital), giving Offringa BV additional time to sell the trucks before paying for them.

### Result

Most of the forklift trucks were sold within the agreed timeframe and an extension period was agreed for the remainder in case it was required. One of the trucks was sold to a customer who also financed it with Hitachi Capital, highlighting how it is able to provide finance solutions through the life cycle of a product, adding value to Offringa's proposition.

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## Understanding the needs of the business



“The best thing about Hitachi Capital is their willingness to listen to our needs.”

Owner and director Harald Lijster

### Background

Offringa BV is an authorised Dutch dealer of Mitsubishi Logisnext Europe (MLE) (formerly Mitsubishi Caterpillar Forklifts Europe). It sells and rents Mitsubishi forklift trucks to customers in the north of The Netherlands and serves the rest of the country via a network of sub-dealers. It has 20 employees working across two divisions (forklifts and tractors), and its customers are active in materials handling, warehousing and agriculture.

### Business challenges

The company is always looking for ways to increase the market share of Mitsubishi forklift trucks in the competitive Dutch market. It sought a finance partner that would enable it to purchase large stock orders of forklift trucks from MLE, helping to shorten delivery times to customers and avoid potential cash flow issues.

Previously, Offringa had worked with other finance providers that offered traditional stocking plans, but it was looking for a solution with greater flexibility to meet the needs of its business.

### The solution

Hitachi Capital introduced itself to Offringa and proposed an Extended Terms Finance (ETF) product. This provided a safety net to Offringa, enabling it to preserve cash as it had additional time to sell the trucks to customers before having to pay for them.

Owner and director Harald Lijster appreciated the personal approach of the local team, Sales Manager Hoaviet Dang and ETF Business Development Manager Thomas van Wijhe, and the dedication of Hitachi Capital to develop solutions that would work for Offringa and its customers.

“They took the time to understand how our business works, explained how the solution would work, and the positive impact it would have on our company,” says Harald.

Most of the forklift trucks purchased on ETF were sold within the expected timeframe. Hitachi Capital also offered an extension, in case Offringa wanted to apply this to any unsold units at the end of the initially agreed period.

Offringa has the flexibility to sell trucks to customers with an option of finance. For example, a Mitsubishi FD35N, one of the stock trucks financed on ETF, then got sold to a customer on a lease with Hitachi Capital. “We’re very happy that Hitachi Capital is able to provide finance to our customers as well as us, it’s an easy process for us both” adds Harald. “We also like the fact that Mitsubishi is linked to Hitachi Capital through the shareholder group of companies, and has set up a programme to support the materials handling side of the business, so that gives a strong message to our customers too.”

### The result

“The best things about working with Hitachi Capital are their willingness to listen to our needs and how they try to customise their offerings to meet them,” says Harald.

“Our customers are more likely to be approved by Hitachi Capital, because they not only request up-to-date financial information, but they proactively talk to our customers in order to really understand their business, what opportunities and challenges they face and how the new investment in equipment will help them.”

In addition to ETF and end-customer financing, Hitachi Capital offers other finance solutions to Offringa, such as rental fleet financing, and sale and leaseback. Offringa is already looking forward to working with them again on another significant investment for a large number of Stage V-compliant machines.

