

Case study: Brant B.V., The Netherlands



Supporting growth from the start

Challenge

Brant B.V. uses finance to update and expand the stock of machinery and equipment that it hires out to customers across The Netherlands.

Solution

A flexible approach to finance through multiple leases, combined with a close working relationship, helps Brant B.V. to realise its business strategy.

Result

Thanks to ongoing support from Mitsubishi HC Capital Europe, Brant B.V. has the financing and confidence to instigate a rolling programme to replace machinery and equipment on a five-year cycle. This means the company can offer high-quality products and service to its customers and easily adapt to meet their requirements.

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Understanding the needs of the business



“Mitsubishi HC Capital Europe has proven to be a very supportive and reliable partner – plus they take a real interest in our business.”

Dirk Poortvliet, Managing Director of Brant B.V.

Background

Brant B.V., a sub-dealer of Hitachi Construction Machinery Nederland, has been trading since 2009 and specialises in renting out mini excavators with trailers. Its customers are contractors carrying out domestic or small-scale commercial groundworks. The company provides both new and used equipment, which also includes mini wheel loaders, portable compactors and accessories.

Based in Dongen, Brant B.V. services the whole of The Netherlands and employs nine people. It has its own workshop to prepare, service and maintain the machines. It can also provide transport for delivery and collection of its excavators and other equipment. Mitsubishi HC Capital Europe has supported the company since it first entered the Dutch financing market in 2017.

Business challenges

Due to the nature of its business, Brant B.V. needs to replace the equipment it hires out on a five-year cycle. Purchasing through finance makes strategic sense because it enables the company to invest in the products its customers demand at a manageable and affordable cost. In addition to refreshing stock, financing helps Brant B.V. to expand its customer offering and adapt to changing requirements.

The company's rental fleet comprises 400 assets in leases with Mitsubishi HC Capital Europe. This includes more than 220 Hitachi mini excavators and a wide range of complementary equipment used for small construction projects.

When selecting a financing partner, flexibility was an important consideration, as Dirk Poortvliet, Managing Director of Brant B.V. explains: “We needed someone who understands what we do as a business and what we want to achieve. Sometimes that means coming up with alternative solutions or different ways of providing funding.”

The solution

This successful collaboration has been built on the personal service provided by Mitsubishi HC Capital Europe Account Manager Hoaviet Dang. “He is always accommodating and honest about what can and can't be done,” adds Dirk. “He works hard to ensure that our requirements are met while respecting company policies.”

Brant B.V. is also impressed with the support provided by the Mitsubishi HC Capital Europe credit team. Members of the team visited the company to talk face-to-face about its business strategy, something which this customer found helpful.

“We have been working with Mitsubishi HC Capital Europe for five years when Hoaviet was introduced to me by Hitachi Construction Machinery Europe,” says Dirk. “It's the personal touch that counts: we don't feel like just another customer or transaction to process. That's the difference between Mitsubishi HC Capital Europe and other funders.”

The trusting relationship has proved to be a solid platform on which both parties can work through business challenges.

Brant B.V. is pleased that the focus is on its objectives, not just the numbers.

“Nine times out of ten, Mitsubishi HC Capital Europe is able to provide the funding needed, and is always happy to adjust or tweak something to make it work,” adds Dirk. “Hoaviet is extremely responsive to our needs and totally gets our business and the way we want to do things.”

The result

Having a supportive finance partner is making a big difference to Brant B.V.'s operations and planning processes. The company can constantly review its stock with confidence, while instigating the essential rolling programme of replacements.

“Mitsubishi HC Capital Europe has proven to be a very supportive and reliable partner – plus they take a real interest in our business,” adds Dirk. “I'm in regular contact with Hoaviet and always running ideas past him.”

