

Vimexx were successfully growing the brand, but needed the support of a larger business to take the next step.

With the inputs and direction of team.blue corporate services, Vimexx has been able to drive growth through both build and buy strategies, further securing market share.

The Vimexx logo is displayed in a bold, lowercase, orange font. The letters are rounded and have a slight shadow effect, giving it a modern and friendly appearance. The logo is centered within a white rectangular box that is set against a dark blue background.

Idea-rich, but time-short

Vimexx was founded in 2015 and quickly made a name for itself in the Dutch market with a leading value proposition.

Competition in the Dutch market is extremely high and Vimexx created a pricing niche, offering products from just €0.45 and securing valuable market share.

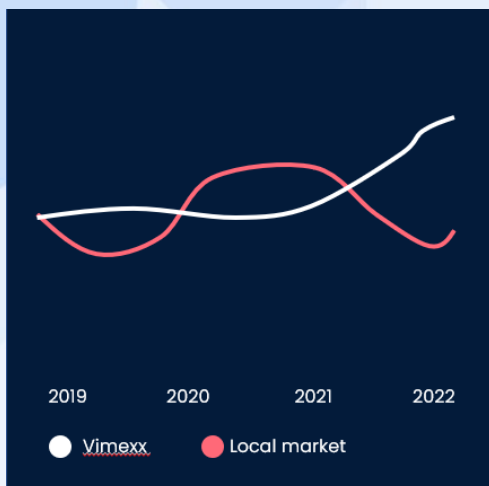
This strategy delivered strong results, but the management team identified many more growth opportunities and were struggling with the demands of running the day to day. This pressure on time made it clear they needed the support of a larger team of experts to help realise the next stage in the evolution of Vimexx.

team.blue support

After joining team.blue in 2019 the team quickly established strong working relationships, leading to transformational changes.

team.blue were able to offer professional services, for example legal services support, administration efficiency and procurement guidance, whilst the team at Vimexx focused on the product and service delivery.

Being part of team.blue has also allowed Vimexx to continue on its trajectory of growth through the acquisition of other hosting companies, and team.blue corporate services helped make this process both fast and efficient.



Market penetration improvements

During the pandemic of 2020/2021 European markets fluctuated, but Vimexx has achieved a steady growth trajectory.

As the Dutch market responded to the pandemic Vimexx has since late 2020 been able to secure a larger penetration of the market and achieve continued growth, despite changes in underlying customer trends influenced heavily by the pandemic.

Thriving entrepreneurs

The Vimexx team want to focus on delivering a fantastic product at competitive prices.

The vital support that team.blue provided across the business has, for example, allowed the Vimexx team to stay up to date with the latest legislation by working with team.blue legal. It also allowed Vimexx to remain competitive by accessing the buying power of a larger group, ensuring they could protect their niche price proposition and continue to grow organically, as well as acquiring other smaller businesses.



Corporate services with entrepreneurial freedom

The team at Vimexx is realising the full potential of their business strategy, without being held back by the challenges that many growing businesses face when they feel the need for more corporate structure, but want to keep focus on developing the core business model.

"We get the entrepreneurial freedom we need to stay sharp in a super-competitive market, whilst having the full backing of the whole of team.blue behind us – best of both worlds."

Tom Denkers Director – Vimexx

