



ZandZwiffer

# COMPANY REPORT

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# GENERAL OVERVIEW

We are from left to right: Ivo Appelman, Robin Commandeur, Lisa Schoenmaker, and Thijs Dessing of Inholland University of Applied Sciences from Alkmaar. With the Young Entrepreneurship project, we founded the ZandZwiffer.

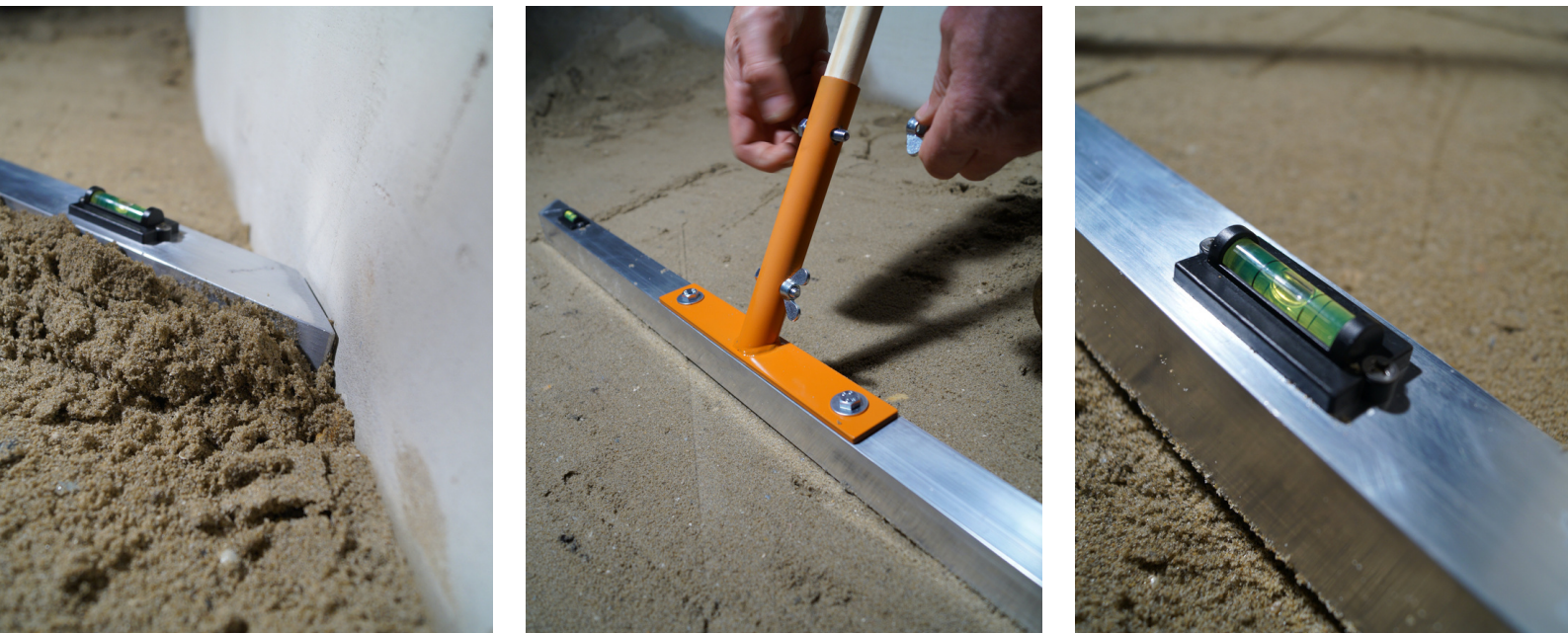
The ZandZwiffer arose from a problem in the paving world. When paving, people usually work in an unnatural bent-over posture causing up to 60% of them not to reach their retirement age. With the ZandZwiffer, the continuous kneeling, bending down and standing up when levelling a sand bed is made unnecessary, saving a lot of strength, energy, and time.

ZandZwiffer is THE solution for all road workers, gardeners, earth moving companies and do-it-yourselfers.

In 2 months, we have sold 65 ZandZwiffers in the Netherlands, which enabled us to pay our shareholders a return of 113%.

# THE PRODUCT

During our extensive market research, we analyzed the total market, researched the needs by questioning road builders, and further investigated existing (often homemade) tools by testing them ourselves. From this, we could combine the best features into a final design.



**It all seems simple. Yet this innovative product has never been marketed like this before. The distinguishing features of the ZandZwiffer are:**

- Aluminium bar with sharp edges that "cut" into the sand
- 45 degrees cut to get into any corner
- Dismountable
- Spirit levels to maintain the original function of the spirit level bar
- A wooden handle which feels pleasant in the hands
- Steel holder for weight and balance.

In short: durable materials to ensure a long life!



# MANUFACTURING AND DELIVERY

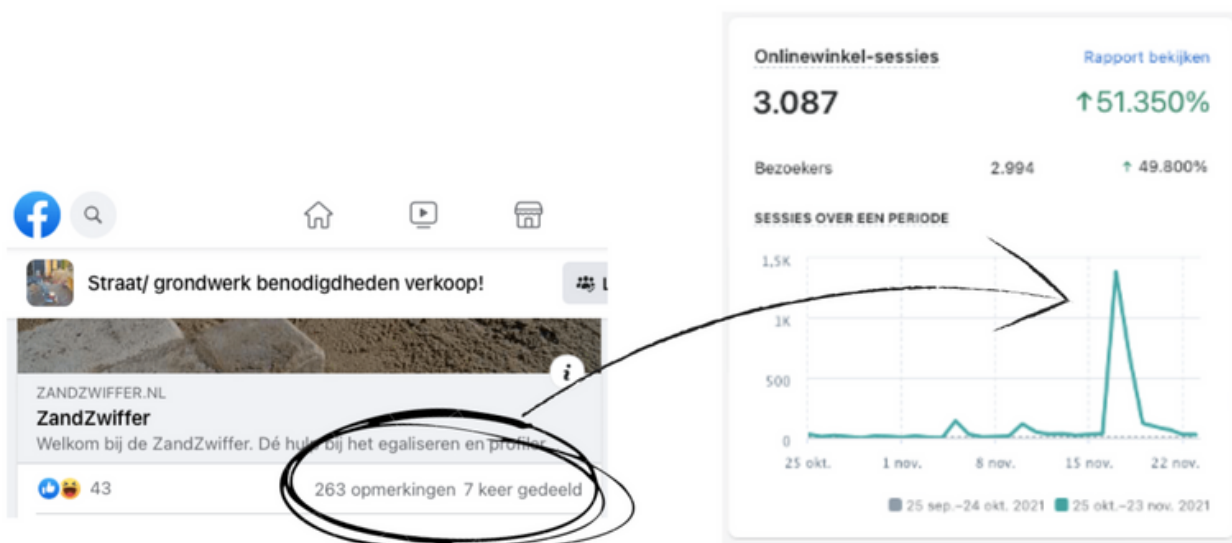
Quality is a very high priority for us! That is why we have chosen to outsource the production to a specialized metalworking company. The average production time is approximately two weeks. We receive the semi-finished products in our workshop, which we spray and assemble in the desired colour to create the final product. With a small stock, we guarantee a short delivery time.

Mass is cash! Therefore we produce in batches of 15 pieces, which brings the total cost to €48 a piece. There are even more possibilities for cost reduction if we produce in more significant numbers.

Since the sales were somewhat spread out over the Netherlands, delivery was our biggest challenge. The size of the ZandZwiffer was initially not accepted by the post office. Therefore, during this project, we chose to deliver the ZandZwiffers ourselves. We envision this differently in the future and made arrangements with a professional distributor, also anticipating delivery for our market expansion in Europe.

# MARKETING AND SALES

Our target audience consists of pavers, gardeners, ground workers, and do-it-yourselfers. So basically, anyone who ever flattens a sand bed. To reach these people, we have set up a website, a Facebook page, and an Instagram page. Actively responding to Facebook groups of pavers provides us with many leads.



In addition to marketing messages, we made three promotional videos, showing the added value of the ZandZwiffer even more clearly. This put the product in an even stronger market position. Because of this, our online sales went very fast, all over the Netherlands. Physically selling the product also turned out to be a success; when people get to hold the ZandZwiffer, it basically sells itself. Additionally, the ZandZwiffer was featured in the Agri Trader, THE trade magazine for the agricultural sector in The Netherlands.

# FINANCIAL OVERVIEW

At the beginning of this project, we raised €1020 initial capital from shareholders. We were able to convert this into a 112,75% Return On Investment. On a €20 share, €43,44 was paid out!

**24%**

*More revenue*

**112,75%**

*R.O.I.*

The most significant differences and developments regarding the finances are shown below:

	Budgeted:	Actual amount:	By percentage:
Cost Number:	€ 50,00	€ 48,10	-3,8%
Number of sales:	50	65	+30%
Revenue:	€ 4.000,00	€ 4.966,81	+24%
Profit:	€ 1.980,00	€ 2.215,20	+12%
Value of shares:	€ 38,82	€ 43,44	+12%

We could already estimate the costs because we had done a thorough preliminary research. Our production price, including materials and labour costs, was budgeted at €50 p/s. With a profit margin of 37%, we hoped to sell at least 50 ZandZwiffers.

In the end, we sold 15 ZandZwiffers more, giving us an excellent result and a higher profit than expected. The shares sold were worth €20 each. Each share more than doubled in value!

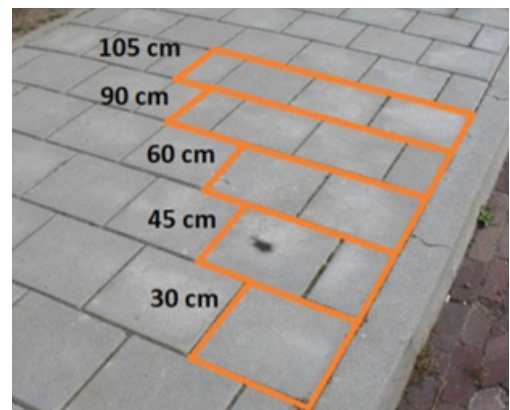
# FUTURE AND POTENTIAL

Looking at the future, the ZandZwiffer has significant potential for a relaunch. There is still a big step to be made with our target audience, as the Netherlands has almost 4.000 road paving companies and 30.000 earthmoving companies. We want to be at the biggest green sector fair in The Netherlands with the ZandZwiffer, which attracts an average of 15.000 visitors from our target group. We want to grow our brand awareness from there. Our market is not limited to just the Netherlands. From a European and even a global perspective, there is a great potential for the ZandZwiffer. First we focus on the German market, further expanding to the rest of Europe from there.

With a restart, also the product development will continue:

- Different dimensions of the bar
- Adjustable angle
- Adjustable tie bar for along tracks
- Attachment for height laser.

The cost price can be significantly reduced by scaling up the production.



Our vision is to provide every road worker with a ZandZwiffer by making it the new ergonomic standard in Europe. So that all road workers, no matter where, can continue to work with pleasure until their retirement.

# OUR KEY FIGURES

65

TOTAL  
ZANDZWIFFERS  
SOLD



Income:	€2.966,81
Expenses:	€751,61
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Profit:	€2.215,20



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BATCHES  
PRODUCED

