



Case study: MaxFritid

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MaxFritid is Norway's leading wholesaler in equipment and accessories for motorhomes, caravans and camping. With over 30 years of experience, the company offers a wide range of high-quality products for camping, leisure and boating, including brands such as Fiamma, Thule, Dometic and Thetford.

MaxFritid has its headquarters and warehouse in Åndalsnes, Norway and operates the wholly owned subsidiary Holiday Fritid in the Swedish market with operations and warehouse in Kungsbacka.

Together, they deliver premium products to retailers and end customers throughout the Nordics. By combining their own imports with collaborations with leading suppliers, they can ensure both flexibility and high quality in their goods and service.





The challenge

MaxFritid faced major challenges in inventory and purchasing management. Using Excel to manage inventory data and prioritize products involved time-consuming manual work and guesswork.

In the summer of 2022, after a pandemic-driven "housing boom," demand slowed and excess stock quickly built up. Inefficient processes increased costs and made work with purchase orders more difficult.

The previous inventory management method involved exporting data from the Visma Global ERP system to Excel for manual processing. This made it difficult to create an overall picture of stock levels and to predict future needs.

Kennet Meyer, Purchasing Manager and Business Developer at MaxFritid, describes the situation:

"During covid, we sold everything we could get our hands on. In general, the market for caravans and accessories has always grown every year, but this was something else, and after the pandemic, sales came to a screeching halt. If we buy in too much, it will be costly to have the goods in stock"

With strong seasonal variations and a changing market, MaxFritid realized they needed a modern and data-driven tool to:



Improve forecasts and reduce manual handling



Optimize inventory levels and free up capital



React quickly to seasonal variations

The solution



The solution

MaxFritid contacted several suppliers to find a solution and quickly decided on EazyStock. A big deciding factor was previous positive experiences with Exsitec, which is MaxFritid's partner for Visma Global, as well as EazyStock's smooth integration with the business system. This enabled an efficient improvement of existing processes without major changes in the work flow.

The implementation was carried out in just four weeks thanks to a clear project plan and effective cooperation between MaxFritid and Exsitec. Kennet Meyer says:

"We had a clear plan that was followed to the letter. After just one month we were up and running, and the integration with Visma Global has worked perfectly."

The smooth set-up of EazyStock and training sessions with Exsitec allowed MaxFritid to get up and running smoothly and to optimize its inventory levels, reduce manual work and gain better control over purchasing processes.

The result



The results

With EazyStock, MaxFritid has reduced its inventory levels by 20% without compromising service levels.

Kennet Meyer comments: *"We have the results in black and white: we have reduced inventory by 20%. This is largely thanks to EazyStock, but also a joint focus within the organization on reducing excess stock."*

EazyStock has been crucial in supporting MaxFritid to manage seasonal variations and adjust forecasts. Thanks to the collaboration with Exsitec, MaxFritid have adapted the seasonal curves to the needs of the business. This underlines the importance of combining the strength of systems with the expertise of purchasers.

Today, EazyStock delivers reliable purchasing suggestions that eliminate guesswork and ensure that the right products are in stock in the right quantity at the right time. This leads to higher customer satisfaction and more efficient internal processes.



"That is the great strength of EazyStock – managing the warehouse and getting the right goods in the right quantities. We avoid tying up an unnecessary amount of capital in inventory and have become much more cost-effective," says Kennet Meyer, Purchasing Manager and Business Developer at MaxFritid.

The time required to manage suppliers has been greatly reduced. Kennet Meyer explains: *"From creating an order in EazyStock until it is entered in Visma Global, it takes a maximum of two minutes. That's a huge time saver."*

The improvements have also freed up capital through reduced inventory costs, and the company has gained better control over its purchasing processes. These advances mean that MaxFritid is better equipped to face a challenging market and manage future growth. MaxFritid plans to eventually implement EazyStock in its Swedish subsidiary Holiday Fritid. With the experience from Norway, they look forward to further streamlining inventory management and purchasing processes.

"I am not worried. It has gone super here, and with our experience it will go just as well in Sweden," concludes Kennet.



Find out more

Find out how EazyStock can help you digitize your procurement process and work smarter.

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