

# Success Story: ADAC Camping – PiNCAMP

ADAC, based in Munich, is Europe's largest transport club and provider of mobility services.



## Challenge

Development of a strategy to reposition the market leader ADAC in the camping market with a special focus on the digital service offerings and support in the implementation of the strategy.

- Development of a market leader strategy in a growing but highly competitive market
- Implementing a start-up strategy in a traditionally structured organisation



## Methods

- Analysis of the market and competitive environment
- Review of internal and external growth options through M&A incl. due diligence of possible targets
- Conception and development of a camping start-up outside the established corporate structure
- Migration of the existing organisation (incl. all assets) into the newly founded start-up incl. interim management to support implementation.



## Results

- Identification of strategic fields of action
- Scenario development camping market DE incl. quantification of possible options
- Conception of the new start-up organisation "PinCamp" and support in the implementation of the strategy, incl. recruitment of the C-team
- Successful relaunch of the existing camping online platform
- Smooth transition from the actual to the target organisation

Within 12 months, the team was set up, the brand developed, and the camping platform technically realised. Essential for sticking to the tight schedule was the strategic groundwork and the operational support by enable2grow.

**Uwe Frers**, CEO, PiNCAMP | ADAC Camping GmbH

