German B2B platform for interior design offering representation

Summary

Profile type	Company's country	POD reference
Business Offer	**Germany**	**BODE20220628004**
Profile status	**Type of partnership**	**Targeted countries**
PUBLISHED	**Commercial agreement**	
Contact Person	**Term of validity**	**Last update**
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General Information

Short summary

A German company offers its B2B platform for interior design to brands, to represent themselves with a profile and showcase their products as well as directly interact with partners and customers. German company is interested in a long-term cooperation in a form of commercial agreement. The company is looking to partner up with SMEs from all over Europe.

Full description

German company is a multi-sided, business-2-business, data-driven and ecosystem-based interior design enterprise that aims to create added value along the entire supply chain - from the manufacturers to dealers, architects, craftsmen and builders. The German company has developed an online platform which gives business – interior designers, architects, brands and manufacturers – space to showcase their products and use the platform as a tool to directly communicate with potential business partners, which should eventually lead to higher competitiveness as well as a high-quality customer experience. By offering this, the German company enables the entry on the German market. For partner companies, by entering successfully or positioning themselves further in the fragmented German market means finding additional distribution partners and building a reliable network to reach all customers.
The platform overrides the complexities and high administrative effort of connection processes within the industry and at the same time aims to enable easy navigation and finding of unique products. By creating a profile on the platform, partner companies can enter into direct dialog with architects and network with other players in the interior design industry. The integration in this virtual marketplace does not affect partner company's existing distribution channels. Whether the partner is selling directly or through multi-level distribution, these structures remain untouched on the

platform, allowing partner companies to sell their products online without additional effort. They can also connect with existing partners or grow a new network on the platform.

Because of the nature of the integration processes, German company can add new products and manufacturers to existing range in very short intervals. This gives partner companies access to new products much earlier, comparing to traditional sales and distribution channels.

Key features of the platform:
- Own profile / shop in shop
- High quality product display
- Inspirations linked with products for more reach
- Sample Box fulfilment by the host / German company
- Connection with new distribution partners on the platform
- Sale of products directly or through distribution partners
- First level support by the host / German company

Advantages and innovations

Benefits in comparison with traditional sales channels:
- Finding new distribution partners, easier reach
- Connecting with architects directly
- Architects and designers upload project images that can be linked with offered products, thus enabling partner companies to save money on creating own media content
- Products of different manufacturers will be linked in ambient pictures on the platform and every partner can benefit from the reach of other partners
- Partner companies can invite their existing distribution partners to join the platform and benefit from the marketing network effects
- Partner companies are actively integrated in German company's free marketing

Stage of development

Already on the market

Sustainable Development goals

• Not relevant

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

German company is looking to partner up under commercial agreement with manufacturers of higher quality products, with somewhat unique design. There are no expectations in terms of partner's turnover and size. Experience on foreign market is not a must.

Type of partnership

Type and size of the partner

Commercial agreement

- **SME <=10**
- **Big company**
- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

- **01005003 - E-Publishing, Digital Content**

Market keywords

- **07004005 - Furnishing and Furniture**

Targeted countries

Sector groups involved