



we show you the way

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IC Channel Tracking® Office Furniture 2017

- Germany • Netherlands
- France • Italy
- UK



Benefits

Structure

Prices

Example Charts

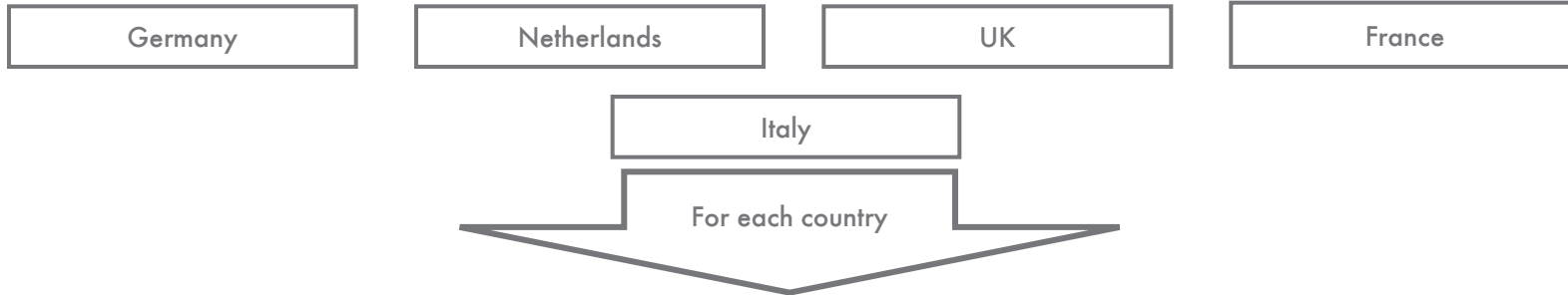
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Contact

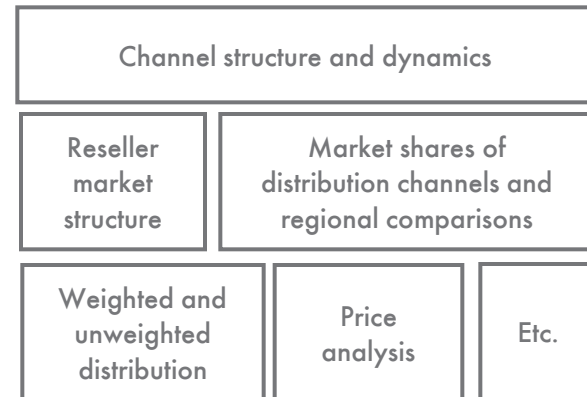


- An effective distribution policy is one of the key success factors across the Office Furniture markets. Therefore Interconnection is conducting this study in order to provide manufacturers with this key channel information.
- The IC Channel Tracking report offers you:
 - ✓ Channel Map describing the structure of distribution channel per country with Information such as: the number of resellers, channel market shares, average margins etc.
 - ✓ Detailed profiles of the largest European resellers containing total sales and the sales share by segment, price category, channel, etc.
 - ✓ Matrices for each individual country containing the major brands and their reselling partners.
 - ✓ Reseller survey regarding price, market and margin expectations as well as their satisfaction with represented brands and all the aspects influencing the cooperation between manufacturers and resellers
 - ✓ Reseller contact database.

Europe

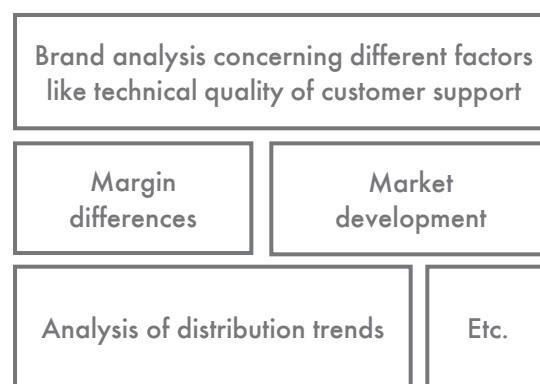


Channel Map



Market Shares of Top Resellers

Reseller Survey



Reseller Satisfaction

Reseller Profiles



~30-50 detailed Reseller profiles per country

1. Regional Markets

- Executive Summary
- Regional Market Analysis (market overview, channel & segment structure and development, listings, top resellers, etc.)
- Reseller Matrix with Sales in 2017 by Brand
- Reseller Overview (reseller type, field of activity, repair & maintenance service, etc.)

2. Detailed Reseller Profiles

- Sales & Margins 2016/2017
- Sales by Brands and by Segment and by price class
- Offered Services, Top selling model

3. Database of Resellers

- Contact Details of all Top Resellers in Electronic Format

Who are the Relevant Distributors and What Do They Sell

- Tables with reseller data split by unit sales and turnover per listed brand for each surveyed region.
- This chart shows dummy figures.

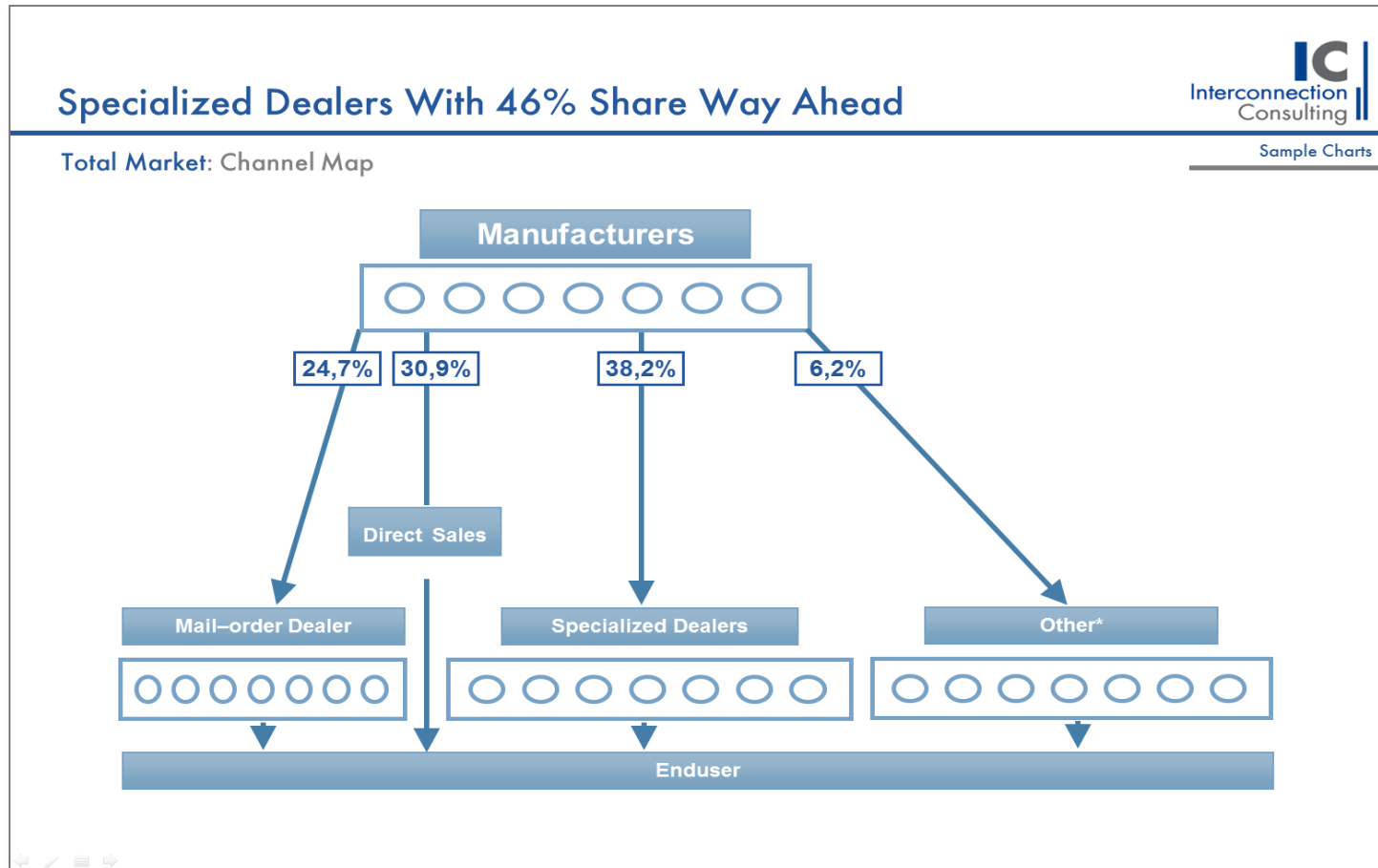
Highest Brand Variety in Germany

Germany: *Matrix of Top Distributors/Dealers, Sales Split by Brand*

GERMANY	Turnover in EUR 1.000	Listed Brands									
		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10
Company A	6.600.000	1.500.000	2.900.000		1.800.000						
Company B	5.000.000	x	x	x	x	x	x	x			
Company C	4.500.000	x	x				x	x		x	
Company D	3.500.000	500.000	1.000.000				1.500.000				500.000
Company E	3.000.000	x	x			x		x			
Company F	3.000.000	x			x						
Company G	2.500.000		x				x		x		
Company H	2.000.000	x		x	x		x				x
Company I	1.600.000	x	x				x				x
Company J	1.100.000	400.000			500.000						
Company K	1.000.000		x		x	x				x	

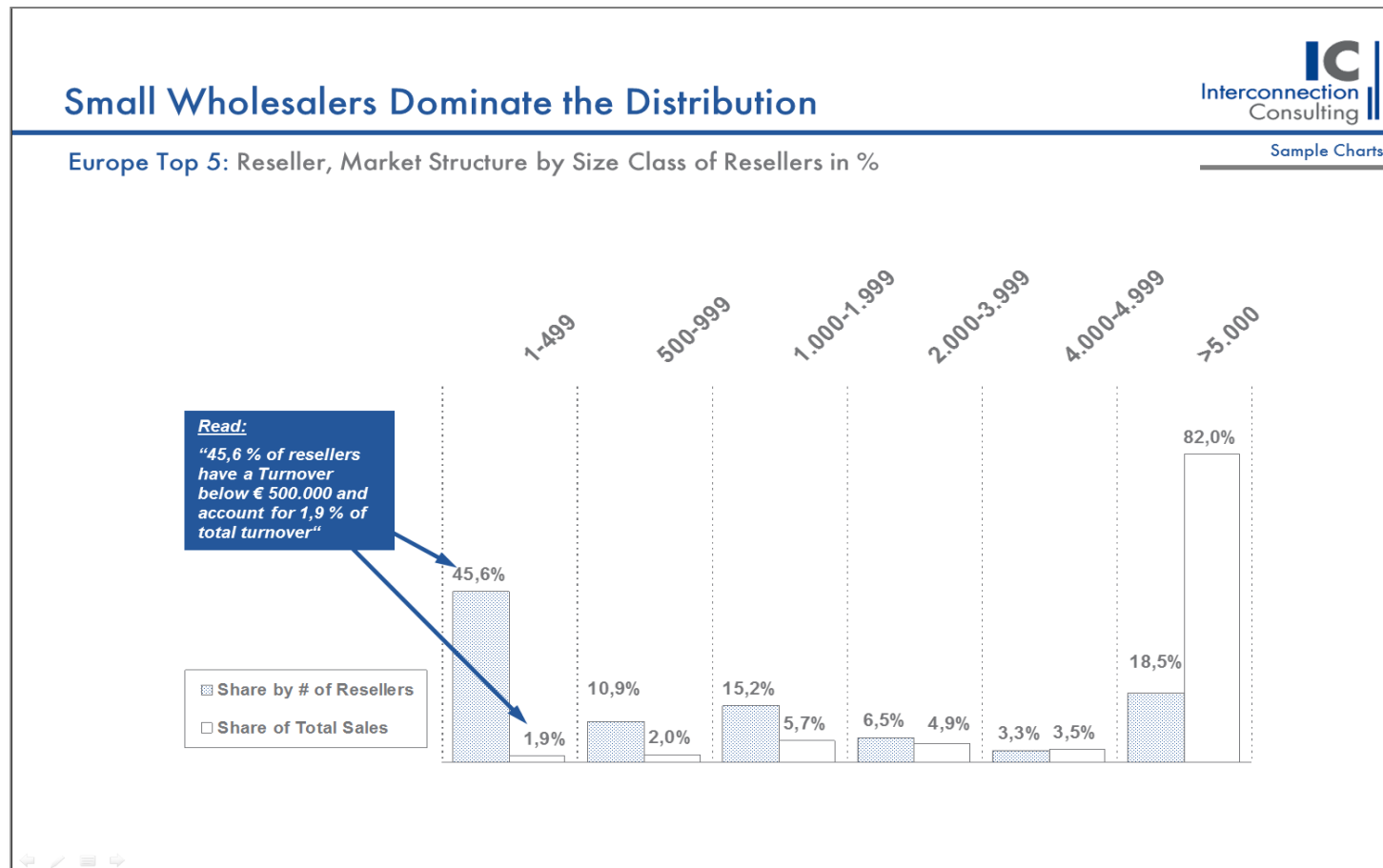
Learn About the Market Structure & Channels

- The **channel map** provides you an excellent overview about the regional distribution systems and the market size of different channel types. *Dummy figures!*



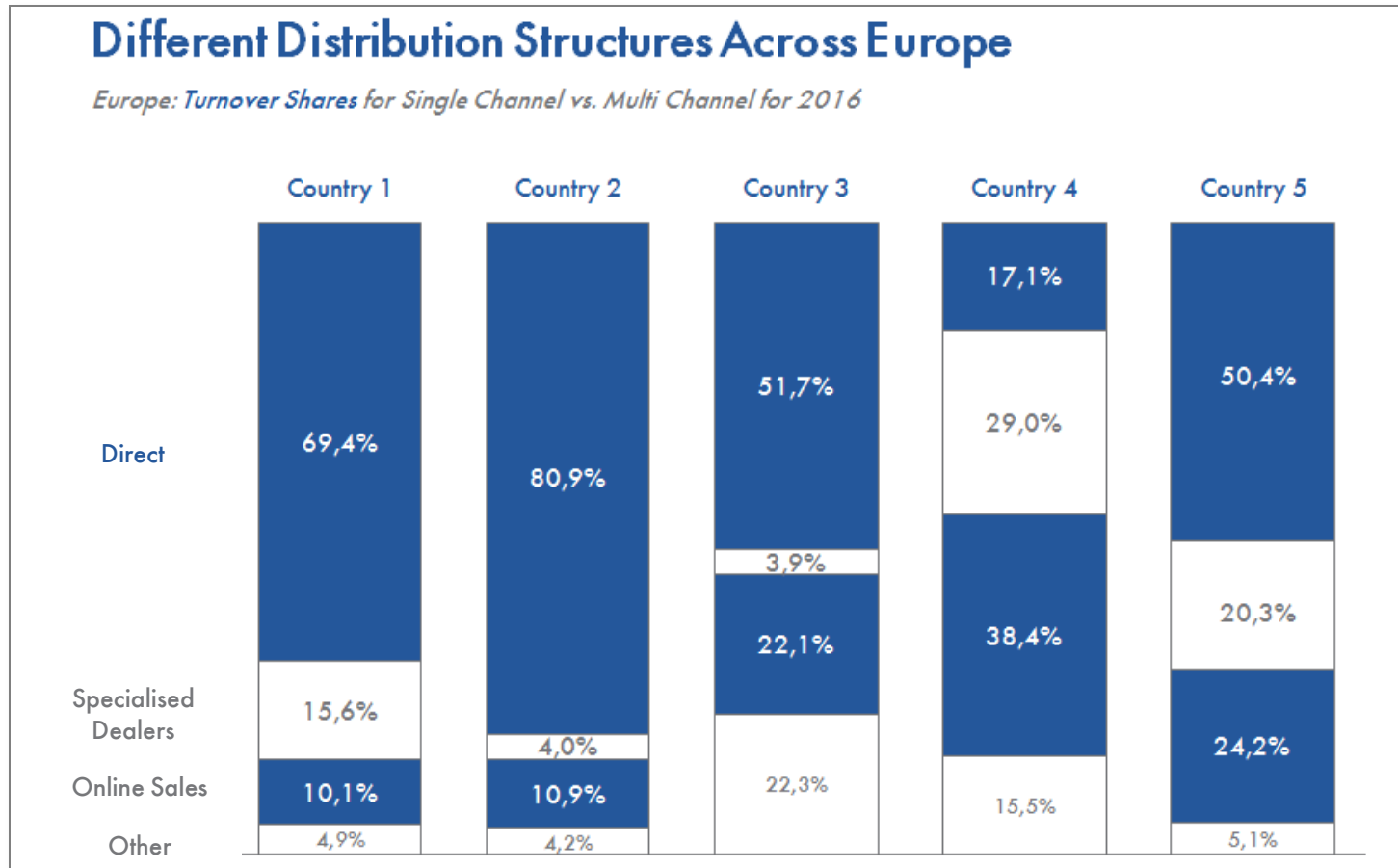
Are There Market Entry Opportunities?

- Analysis of the resellers structure by size class (turnover) to learn about the market concentration.
- This chart shows dummy figures.



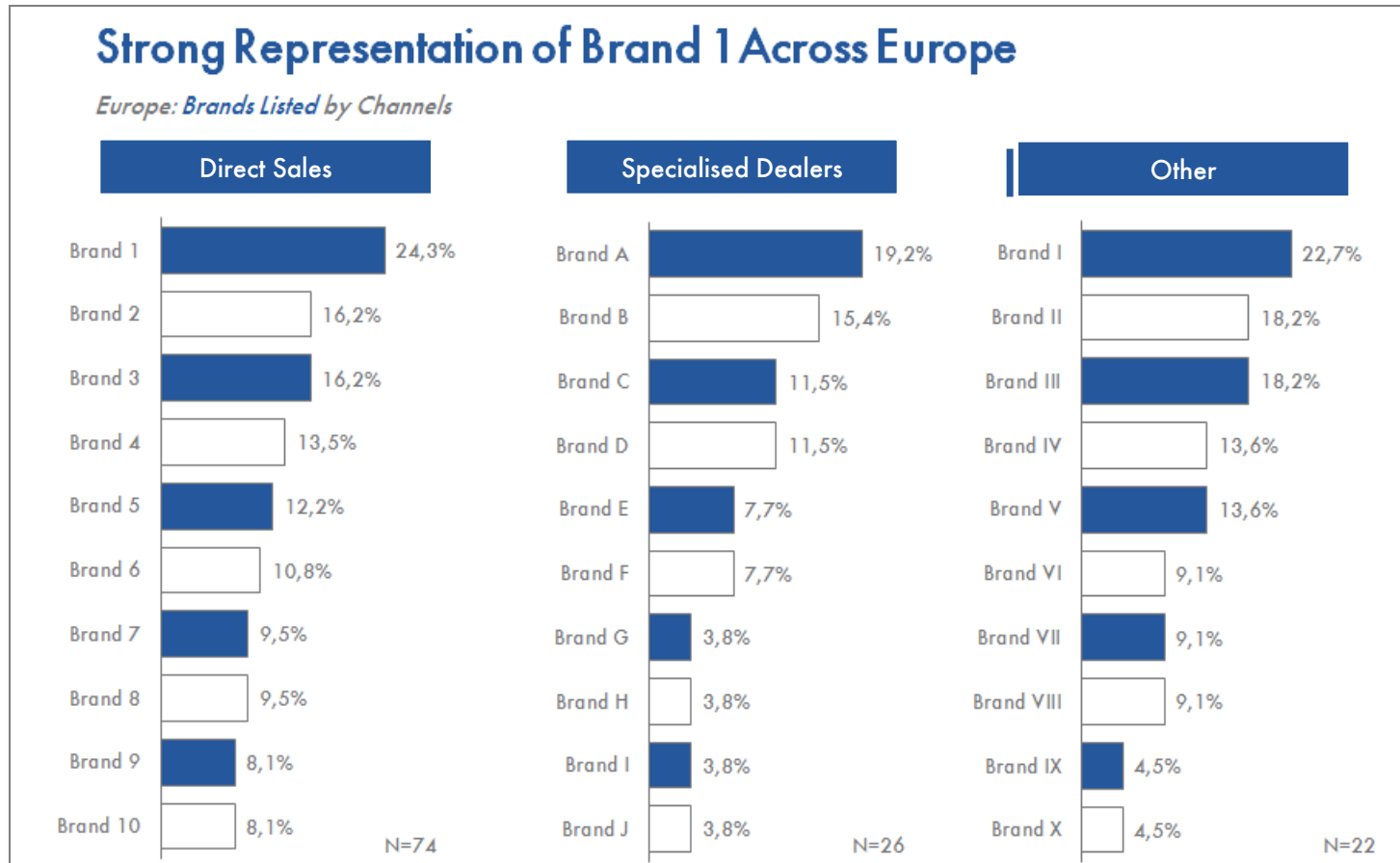
Identify Differences Among the European Markets

- Analysis and comparison of the share of various price categories for each product group in the different surveyed regions. *Dummy figures!*

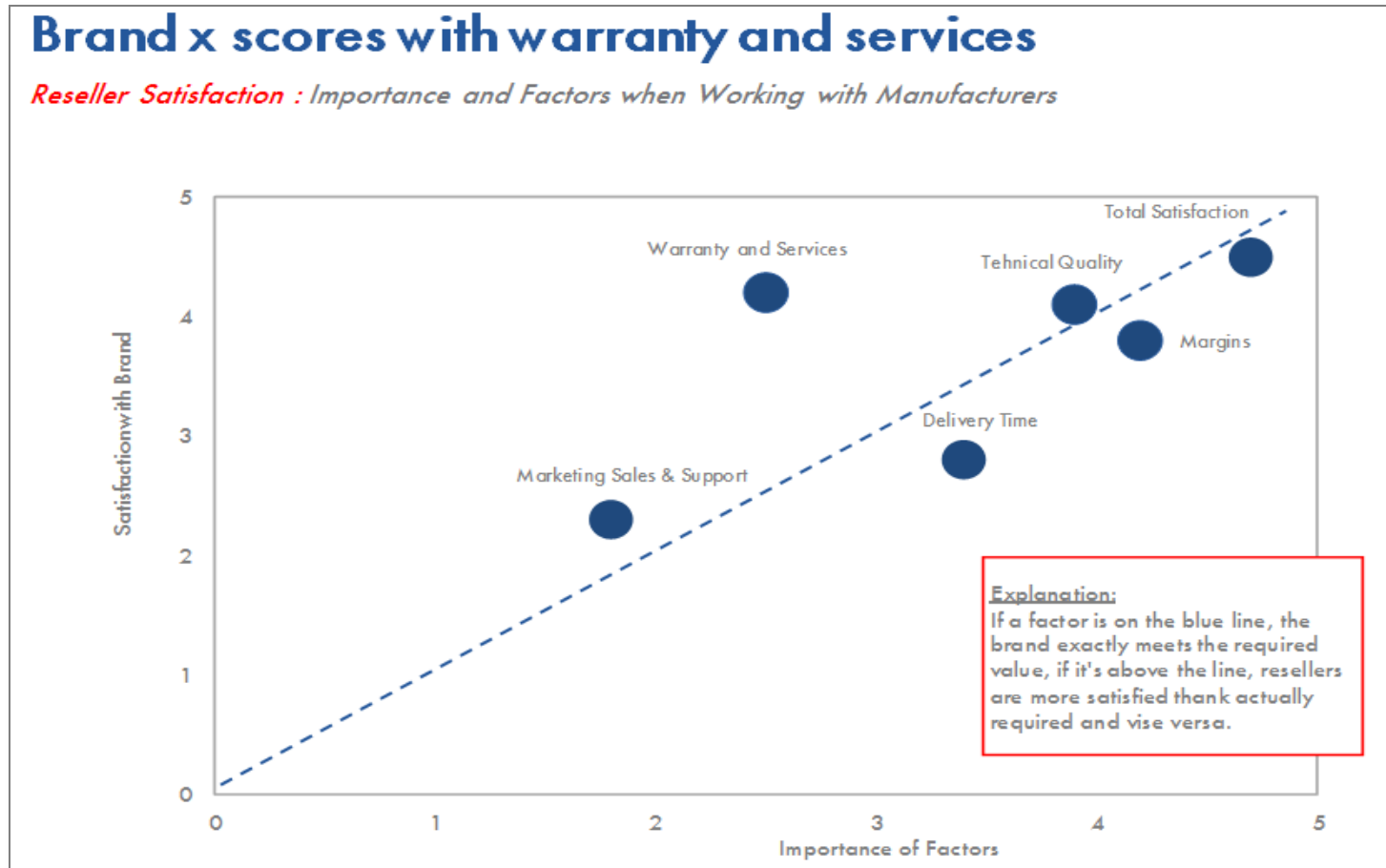


Analysis of the Brands Listings per Country and Channel

- Learn with how many competitors brands your products are offered through the retailers.
- This chart shows dummy figures.



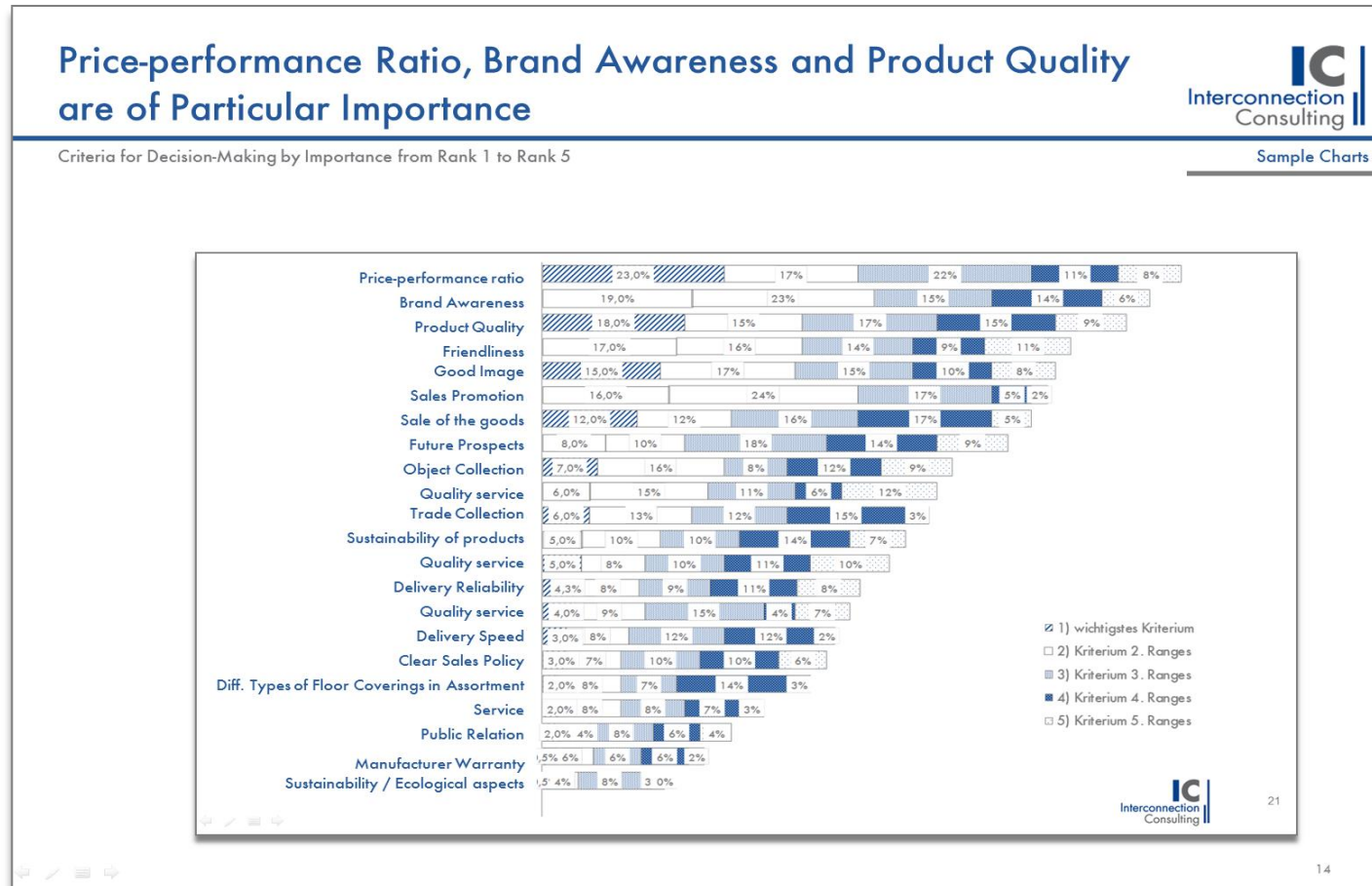
- Analysis of the distributor satisfaction and importance of different brands concerning factors like technical quality, etc. *Dummy figures!*



The Most Important Criteria for Listing of Brands / Manufacturers in the Assortment

- Analysis of all the aspects influencing the cooperation between manufacturers and resellers

- This chart shows
Dummy figures!



Detailed Profiles of the Relevant Retailers

- Receive detailed profiles of the regional retailers with crucial information about turnovers, served segments, etc. *Dummy figures!*

Sample Charts

Company X Generated 2.5 Million of EUR in 2017

1. Company x

Company Info

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Telefon +43 1 375 00 15 13
Fax +43 1 585 46 23 - 30
E-Mail info@interconnectionconsulting.com
Homepage <http://www.interconnectionconsulting.com>

Turnover by Brands

Brand	Turnover (%)
Vitra	30.0%
Dynamobel	8.0%
Haworth	8.0%
Seid us	8.0%
USM	8.0%
Wilkhahn	8.0%
Permasa	8.0%
Andre u world	7.0%
Mobiles 114	7.0%
Sotubo	7.0%

Total Turnover & Margins

Turnover 2017		Margins 2017	
Storage	5%	Storage	15%
Desks	7%	Desks	5%
Conference T	10%	Conference T	10%
Partitioning Sys	25%	Partitioning Sys	7%
Swivel Chairs	25%	Swivel Chairs	12%
Meeting Chairs	15%	Meeting Chairs	6%
Lounge Chairs	13%	Lounge Chairs	10%
Total	2,500,000 €		

Turnover by Segment/Channel

Segment/Channel	Turnover (%)
Large companies	20.0%
Small & Medium companies	20.0%
Self-employed	20.0%
Public offices	40.0%

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Investment in Your Distribution Analysis

		Subscription*	Scale of Discounts
	Single Issue		
Europe Top 5	€ 15.075,-		€ 7.000 -10%
Single Country	€ 4.500,-		€ 13.500 -20%
Available Countries	Germany	UK	€ 20.000 -33%
	Netherlands	France	
		Italy	

* **IC Subscription:** 20% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

** **Price Special** taking into account the scale of discount
Price includes an interactive PDF Document. All prices shown exclude sales tax

- The **Methodology** for the **IC-Channel Tracking** is specially developed by the **IC-Team**, combining several analysis together to extract all the relevant data for decision making processes in the field of distribution.
- **IC-Channel Tracking Studies** written so far include around 20 different industries with diverse distribution structures such as Audio/Video reproduction products, office furniture, CCTV, etc.
- Due to our long tradition in writing studies in the **Office Furniture field**, we possess the right contacts and information to deliver the most optimal and accurate results (market size, market shares, etc.);
- In our experience, very often the change of distribution channel represents a key to gaining more market shares. Our **analysis** gives you an overview of how your competitors deal with the distribution and particularly where the potential for long term growth and higher margins lies.

<p>Market Analysis</p> 	<p>Distribution Analysis</p> 	<p>Customer Insight</p> 	<p>Market Forecasts</p> 
<p>Market Volume</p> <p>Market Shares & Entry</p> <p>Competition Analysis</p>	<p>Channel Map</p> <p>Distribution Matrix</p> <p>Margins</p>	<p>Focus Groups</p> <p>Buying Motives</p> <p>Customer Benefits</p>	<p>Indicator Models</p> <p>Life Cycle Models</p> <p>Econometric Analysis</p>
<p>Brand Analysis</p> 	<p>Customer Satisfaction</p> 	<p>Price Research</p> 	<p>Webverstärker</p> 
<p>Brand Scorecards</p> <p>Brand - Triangle</p> <p>Brand Affinity</p>	<p>Importance/Satisfaction Portfolios</p> <p>Customer Loyalty</p> <p>Customer Typology</p>	<p>Price-Sales-Function</p> <p>Price-Simulation-Tool</p> <p>Optimal Pricing</p>	<p>E Commerce Insights</p> <p>Search Engine Marketing</p> <p>Web Channel Analysis</p>

„IC is a permanent partner of ours and provides helpful data for decisions.“

Mr. Bernd Blümmers

Directeur General, Saint-Gobain Solar Systems, Central Europe, Aachen

Customers of our Reports:



If there are any questions please
do not hesitate to contact us!

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we show you the way

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 200
- Optional: Hard Cover

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Price

- per country: 4.500 €
- Hard Cover: 150 €

Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Market Report

Structure of the Study

Language of the report

English, German on Request

Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

Total Market Analysis

Total market development and forecast. Regional comparisons concerning distribution structure, channels, margins, etc.

Regional Analysis

Regional analysis regarding the distribution structure, margin developments and distributor satisfaction/requirements, etc.

Retailer Profiles

Detailed profiles about turnover, served segments, offered services, listed brands, etc.

Market Structure

Regions:

Germany, Netherlands, UK, France, Italy

Country Reports:

Analysis of distribution trends, channel structure & dynamics, margins and margin development, market shares of top wholesalers and dealers, etc.

Distributor Profiles:

Turnover and unit sales 2017, listed brands, offered services, segments served, share of listed brands, qualitative information for each reseller, etc.

Methodology

Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analyzed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

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Yes, we would like to order the
IC Channel-Tracking® Office Furniture in Europe 2017
(Please, print out the order form and mark your desired products)

**IC SUBSCRIPTION
20 % PRICE ADVANTAGE**

Industry/Region

- Germany
- Netherlands
- UK
- France
- Italy
- Europe Top 5

Single Issue

4.500,- EUR
4.500,- EUR
4.500,- EUR
4.500,- EUR
4.500,- EUR
15.075,- EUR

Order Form

- Abonnement (20% Price Advantage)*
- Single Issue
- We would like to order additional hard copies, each for € 150
- Translation in another language (price on request)

*IC Subscription:

The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

Benefits of an Interconnection Subscription:

- Price advantage IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue
- Annually updated reports on fixed dates
- One time a year free web conference with the Analyst of the report (presentation of key results, background information, answering of questions)
- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
- Flexible subscription packages: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- Easy termination: After 2 issues each subscription can be terminated easily

Scale of Discounts

From € 7.000	-10 %
From € 13.500	-20 %
From € 20.000	-33 %

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