

Case Study

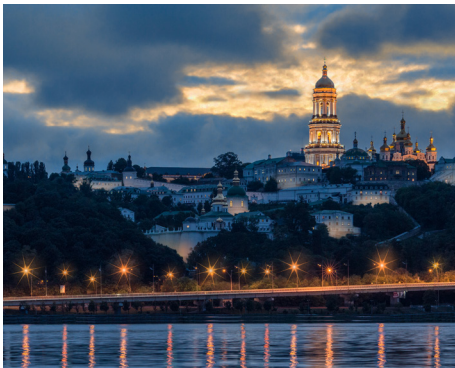
Furniture Manufacturer Reroutes European Business



An Indonesian furniture manufacturer served the European market through a specialized distributor in Belgium. Sales results were good and the manufacturer was happy with the setup until the distributor stopped cooperation and sales dried up.

Starting Situation

The products of the manufacturer are sold throughout Europe by a range of DIY chains, specialized garden shops, and online channels. Most of these companies are not interested to import from Indonesia themselves so they started to order products from competitive suppliers when the manufacturer stopped deliveries. The manufacturer instructed Hellmann to create a local stock and perform their daily order management. Additional commercial activities were required to get the products listed again by previous and new partners.



Solution

Hellmann contacted the previous resellers to advise them of product availability from a local stock and provided them with a pricelist and promo plan for the upcoming season at the instructions of the manufacturer.



Most of the resellers quickly agreed to relist the product, and sales results were better than before since the manufacturer now communicates directly with their local partners. Additionally, web marketplace has been launched to strengthen the retail price strategy and generate additional margin in direct sales.

Conclusion

By creating a local stock with customs cleared furniture, the products of the manufacturer became interesting for resellers of various sizes. The Hellmann commercial team supported the manufacturer in getting listed again by old and new customers.



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