



THAT'S

# GROWTH STRATEGY

We guide your systematic and sustainable growth in the furniture industry. Together we identify new target groups, growth drivers and strategies that consistently increase; reach, sales and profitability.

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WIE HOW CAN YOU?

## HOW CAN YOU GROW SYSTEMATICALLY & SUSTAINABLY IN THE FURNITURE INDUSTRY?

It is the strategic decision of what and with what you want to grow primarily. The answer is composed of consumer needs, the competitive landscape and clearly communicated emotions.

- \_\_\_ Change and further development of the positioning
- \_\_\_ Well-considered and contemporary solution for more customers
- \_\_\_ Extending the reach - generalist
- \_\_\_ Deepening the reach - specialist

This is why Design Network is particularly focusing on value-conscious growth. While taking constant and contemporary aspects into account, we develop individual strategies with our customers.

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YOUR BENEFIT

## SYSTEMATIC, LONG-TERM, GROWTH

By taking relevant and value-conscious growth drivers into account, you actively participate in the transformation of the market. The range, sales and profitability can be increased consistently. Thus, you create more clarity and orientation for teams through more targeted development and use of resources around a few key growth drivers.

