

DESIGN  
NETWORK



# THAT'S DESIGN MANAGEMENT

For us Design Management goes beyond analysing our clients' market position. To create innovative ideas, we combine creative skills with business management, enabling joint solutions. Our service offering merges future-oriented strategies with design-relevant activities. This approach gives us a clear picture of furniture, markets, media and growth opportunities.

## STRATEGY

HOW DO YOU WANT TO GROW?



**GROWTH  
STRATEGY**



**CUSTOMER  
KNOWLEDGE**



**SERVICE  
INNOVATION**



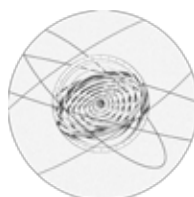
**SUSTAINABLE  
SOLUTIONS**

## IMPLEMENTATION

HOW CAN YOU ACHIEVE IT BETTER?



**CUSTOMER  
EXPERIENCE**



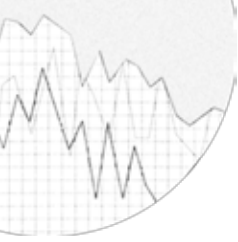
**DESIGN  
CURATIONS**



**COOPERATION & NETWORK  
DEVELOPMENT**



**STRATEGIC  
STAGING**



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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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.





THAT'S

# CUSTOMER KNOWLEDGE

We support you in getting to know your consumers even better and thus contribute to increasing customer satisfaction and employee competence. We collect data points from a customer perspective in order to be able to present their needs transparently. Where accordingly, you and your employees are able to offer relevant and personalized products and services.

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HOW CAN YOU?

## HOW CAN YOU RECOGNIZE BEHAVIORAL PATTERNS AND CONSUMER NEEDS?

Touch points between companies and consumers have multiplied in recent years. It is therefore important to precisely prepare employees for the perspective of the consumer.

- \_\_\_ Use and expose past experiences
- \_\_\_ Plan, set, implement and measure set KPIs
- \_\_\_ Targeted surveys & behavioral problem analysis
- \_\_\_ Objectives, observations, priorities
- \_\_\_ Expand skills and impart security

With a transparent representation of real empirical values, as well as the determination of effective data points, we support you and your employees to offer a professional service, which allows you to convince with personal competence.

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YOUR BENEFIT

## EXPERIENCE, COMPETENCE, SECURITY

Your customer knowledge serves the physical and digital identity of your touch points. With the focus on relevant data, we increase professional and personal dealings with consumers and thereby define target groups.





THAT'S

# SERVICE INNOVATION

We assist you in achieving more customer satisfaction, recommendation and added value with existing and new service offerings. We identify new offers and services and make existing services more relevant and visible for your consumers.

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HOW CAN YOU?

## HOW CAN YOU MAKE YOUR SERVICE OFFER MORE RELEVANT?

It is the one strategic question: „How do you want to grow?“  
Through the constant exchange on the market, we rethink and question-processes and activities that are directly related to your sales activities.

- \_\_\_ Differentiation and ability to remember through services
- \_\_\_ Personal services instead of interchangeable products
- \_\_\_ Starting points for price strategy and targeted digitization
- \_\_\_ Monetization through strategic positioning of the services

Together with you, we therefore work on the continuous improvement of existing offers, as well as the clear differentiation through new and exciting ideas.

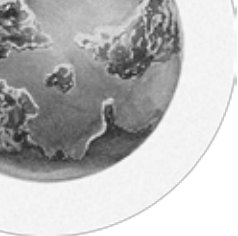
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YOUR BENEFIT

## VALUE ADDITIONS, CUSTOMER SATISFACTION, MONETIZATION

Individual offers and services help you to increase added value. Accordingly, the aim is to determine a certain process and to identify, improve and quickly implement growth-oriented drivers.





THAT'S

# SUSTAINABLE SOLUTIONS

We work with you to develop products and services for the increased demands and expectations of your consumers. We deal with and with all facets of sustainability. Together with you, we focus on effective trends of ecological and social importance, which have commercial value and at the same time make the world a little better.

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HOW CAN YOU

## HOW CAN YOU MAKE SUSTAINABILITY MORE TRANSPARENT?

Consumers are increasingly making well-informed and sustainable decisions. It is therefore essential to offer transparent, target group-oriented products and services.

- Product and range design with social-ecological awareness
- Proactive consumer awareness and training
- Development and expansion of services e.g. Tuning
- Do your part through regional development

The consumer need is crucial. Therefore, we enable our customers to pick up trends if they are of achievable dimension and effective use.

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YOUR BENEFIT

## COMMUNICATION, TREND DEVELOPMENT, MULTIPLE DIMENSIONS

At the process-related level, we build trust and understanding with you for sustainability properties and consumer benefits. The good reputation as a contemporary company increases its relevance and differentiation. As a result, the growth target group is expanded to include so-called "smart shoppers"..





THAT'S

# CUSTOMER EXPERIENCE

We support you in systematically monitoring and developing customer delight along the customer journey. We define and measure points of your customer relationship and make offered services visible. Starting from the first contact to overall customer satisfaction, we support you in optimizing step by step the customer experience that empowers your employees. Where at the end elements of surprise are not to be forgotten.

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HOW CAN YOU?

## HOW CAN YOU SYSTEMATICALLY DEVELOP CUSTOMER SATISFACTION?

It is no longer just about the effective purchase of products, but about a constant enthusiasm that a consumer experiences with a company / service provider. If you offer the same products stationary as everywhere, there are not enough good reasons to come to the store.

- \_\_\_ Increase customer satisfaction and enthusiasm through strategic integration
- \_\_\_ Be the first choice and make entering your store more rewarding
- \_\_\_ Strategically develop the role of physical contact points
- \_\_\_ Be the one to remembered and generate recommendations

Products are comparable, but not a surprise. Therefore, we work with our customers to develop clear strategies that reflect the personality and values of the company / service provider.

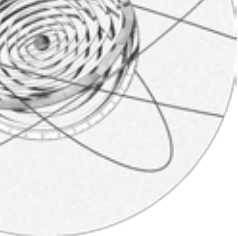
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YOUR BENEFIT

## TRUST, DEVELOPMENT, SATISFACTION

A positive experience of a consumer with a company does not only result in recommendations, but also as a benchmark for your overall success.





THAT'S

## DESIGN CURATIONS

We facilitate the shopping experience of your consumers and support you in addressing new target groups. We curate products and services with by establishing offer packages and smart pricing strategies. As a result, you can utilize existing consumers as well as achieving a more consistent approach, when addressing new and potential target groups.

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HOW CAN YOU?

## HOW CAN YOU EASIER THE CONSUMER SHOPPING EXPERIENCE?

The social and cultural development for convenience brings along a significant change in consumer behavior. For many consumers, the purchase as such has to be flexible, simple and yet exciting.

- \_\_\_ Simplify and speed up the purchase decision
- \_\_\_ Easy orientation for consumers- in store and online
- \_\_\_ Target group-relevant product, service and price offers
- \_\_\_ Competent service advice and new service packages

That is why we at Design Network develop understandable offer packages and price strategies with our customers. This approach helps us to deliver a quick and easy answer to the question: „What do I get for my money?“.

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YOUR BENEFIT

## INFORM, INSPIRE, SECURE

Competent recommendations and inspiration are welcome among consumers. This makes it easier to buy, which means that existing consumers can be better monetized, and the growth target group (s) can develop steadily.







THAT'S

# COOPERATION & NETWORK DEVELOPMENT

We support you through partners; to bring about faster, more professional and resource- saving innovations. We connect you with relevant experts from retail, manufacturers and designers (DESIGN MATCH) and thus tap into more knowledge and resources. This enables you to develop and implement ideas more easily and quickly.

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HOW CAN YOU?

## HOW CAN YOU BRING ABOUT PROFESSIONAL AND RESOURCE- SAVING INNOVATIONS?

Innovations are risky. Therefore, the goal is to jointly launch more innovations more quickly in smaller iterative steps. This is achieved through efficient development and the use of a relevant network.

- \_\_\_ Expansion of resources and skills
- \_\_\_ Improvement and optimization of services
- \_\_\_ Increase professionalism and holism
- \_\_\_ Use of cross-sector information

This knowledge is the core and the basis for activities within a network. Design Network is therefore particularly about creating short and long-term relationships that offer both sides more resources, skills and competitive potential.

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YOUR BENEFIT

## CHANGE, COMPETENCE, IMPLEMENTATION

With innovative strength and the right partners, you will reach your goal faster. Networks help pool resources and create a basis for change. The resulting competitive advantage, as well as the own further development benefits all participating network partners.





THAT'S

# STRATEGIC STAGING

We help you passing on your enthusiasm for the subject of design to your consumers, aiming to archive a higher store frequency and recommendations. Together, we create the right interplay of digital and physical contact points. Selective we are focusing on experiences generated through all senses on site and thereby consider the changed role of the analog POS.

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HOW CAN YOU?

## HOW CAN YOU SUCCESSFULLY ACTIVATE THE POINT OF SALE?

Due to the constantly changing role of sales, it is important to make skills tangible so that you can differentiate yourself from the competition. In addition, this creates an efficient and timely foundation of your relationships.

- \_\_\_ Range and solution focus programs (products, services)
- \_\_\_ New and strategic prioritization / staging of growth drivers
- \_\_\_ Innovative forms of performance mediation through flexible staging
- \_\_\_ Influence and stimulation by using active communication
- \_\_\_ More effective experiments and faster innovation cycles

Differentiating yourself from online channels, we work closely with you to develop the right environment for a focus-related presentation of services and products. We rely on the right communication and thus define a complementary strategy.

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YOUR BENEFIT

## REFLECTION, INTENTION, COMMUNICATION

In a continuous competitive phase, we bring the “wow” experience back with you. The aim is to increase the physical and digital frequency of your consumers and to pass on the enthusiasm for design.



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