

MODUL 1 / GAIN KNOWLEDGE

WHY A FRAMING DAY

We put a frame around your central question. Is it about the right positioning? Would you like to get to know the market itself? Discover a niche in the market? Explore consumer needs? Or even examine the competitive players? With our many years of experience, we can convey in depth knowledge about these and other key questions. Highlighting specific challenges and individual opportunities for your company.

WHAT IS A DESIGN NETWORK

FRAMING DAY

A FRAMING DAY at Design Network is not a standardized lecture. We tailor the answers to your individual question or challenge. Thereby we combine our in-depth market knowledge with your interactive participation and thus bring clarity and orientation for your next steps.



CENTRAL QUESTION

THAT INCLUDES A DESIGN NETWORK

FRAMING DAY

Your individual question or challenge determines the content of your FRAMING DAY. With a constructive initial discussion, our team will prepare a FRAMING DAY tailored to your needs. All knowledge gained is then summarized and transmitted to all participants.

- __ personal interview / approx. 30 minutes
- __ individually designed FRAMING DAY
- __ Feedback & summary

+43 664 233 41 49

info@designnetwork.at

www.designnetwork.at

©



FRAMING DAY EXAMPLE: 1

THE FUTURE OF FURNITURE RETAIL

How can you empower furniture retailers with the right skills to meet the demands of future customers? As part of this framing day, we address this question in more detail, show you which competencies will be indispensable in the future and how you can actively incorporate the right employer branding into the everyday work of your work.

FRAMING DAY EXAMPLE: 2

CUSTOMER FRUSTRATION IN FURNITURE RETAIL

At which point of the sales process is a great potential for customer frustration? We analyze the individual decision-making and sales processes within your company. Together with you, we identify potential frustrations within the holistic process in order to counteract possible frustration right from the beginning.

FRAMING DAY EXAMPLE: 3

MEGATRENDS & THE FURNITURE MARKET

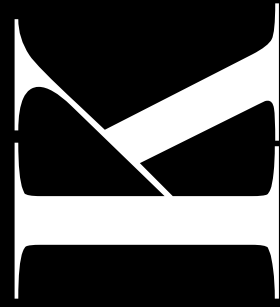
What megatrends are in the global market and in which direction are they developing? We show you possibilities to adapt your stationary and virtual trade to keep up with future trends and requirements in order to increase the customer frequency and maximize enthusiasm when buying furniture from you.

FRAMING DAY EXAMPLE: 4

THE FUTURE OF FURNITURE RETAIL

How can you inspire customers to still visit sales areas in the future? Sales concepts have to be reconsidered and adapted. Taking into account your individual buyers, we will show you ways of digitizing sales areas and enhancing your sales area in order to attract more potential buyers to your store.





DESIGN
NETWORK

