

FURNITURES-CONTACTS  
Contacts for Contracts

# AGENCY-RADAR 2011

The premium service from FURNITURES-CONTACTS.com



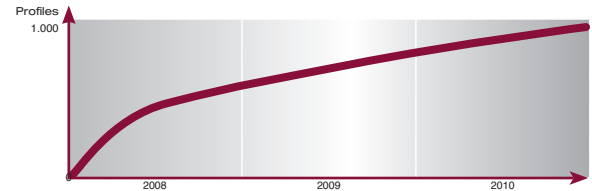
# SALES AGENCY STRUCTURE ANALYSIS

## Introduction

The program and topics of FURNITURES-CONTACTS, the B2B portal, concentrate exclusively on persons associated with the lights market or subjects relevant to furniture and lights business. So the online programme and the newsletter services are used at a 100% rate by people with a sphere of interest affiliated to furniture & light, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic user profile.

## Development / business potential

Within two and a half years, the number of agents, registered for arrangement of furniture and lighting brands and the number of recipients of the newsletter, have been boosted to more than 1,000 profiles. Thereof are 65% currently registered as active and mentioned in detail with a search profile.



## Principal categories

Divided in 22 furniture and 24 lights segments, the main focus of the agency profiles is at 48% for the furniture and 52% for the lighting brands. Every agency profile has the possibility of multiple entries.



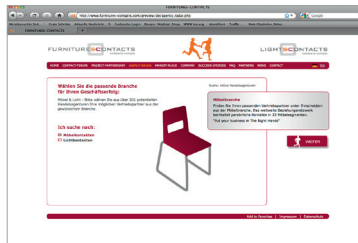
## Principal countries

The primary focus of target groups, namely 100%, is on sales agencies associated with the furniture and lights market in the German-speaking countries. Our principal countries are Germany, Austria and Switzerland.

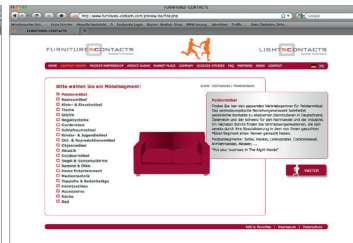


# AGENCY-RADAR: THE DIRECT WAY

With the help of the AGENCY-RADAR you can find out your personal agency potential in Germany, Austria and Switzerland with only 4 clicks free of charge. Choose step by step the right agency partner for your furniture or lights brand from more than 1,000 profiles in the area of interest. This service will reduce the search process substantially.



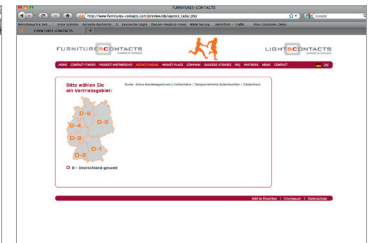
**Step 1:**  
Choose the right branch.



**Step 2:**  
We have the right sales agent for 22 furniture and 24 lighting segments.



**Step 3:**  
Choose the right country.



**Step 4:**  
Choose the right distribution area in Germany, Austria or Switzerland.

Now you just have to enter online your personal search enquiry. The AGENCY-RADAR calculates targeted and accurately the qualified candidate for your brand and informs the agent personally via email or SMS within 24 hours. The systematically and direct response saves time and money. Our prepared agency profiles will help you to make a choice.

# AGENCY PROFILE: AT A GLANCE

## Short information:




In the context of a diploma thesis from the TU Munich there were interviewed more than 100 international sales managers on the subject of agency rating. The result has been turned over from FURNITURES-CONTACTS into a clear agency presentation. Everybody who is registered at FURNITURES-CONTACTS as an active sales agent is ready for you with its bilingual profile.

## Agency profiles / per country:

For Germany more than 400 active, free sales agencies.

For Austria more than 150 active, free sales agencies.

For Switzerland more than 70 active, free sales agencies.

|   |   |
|---|---|
| <b>Agentur-Kurzprofil der „Handelsagentur Max Mustermann“</b>   |   |
|    | Name, Vorname: Mustermann, Max<br>Geburtsdatum: 10.08.1959<br>Sprache: Englisch<br>Name der Agentur: Handelsagentur Max Mustermann<br>Agenturgründungsjahr: 1999<br>Sitzort: Jä, (110097)<br>Mitarbeiter: Inhaberanteil: 1, Außendienst: 2<br>Anschrift des Büros: Dachauer Str. 15a<br>80689 München, Deutschland<br>Telefon: 0049-89-5991870<br>Telefax: 0049-89-5991875<br>Mobil: 0049-172-868727<br>E-Mail: agentur@maxmustermann.de<br>Website: www.maxmustermann.de |
| <b>Vertriebsgebiete:</b>  |   |
| Area:<br>D-1  | D-1 = Bayern-Süd / Bayern-Nord<br>D-2 = Baden-Württemberg<br>D-3 = Hessen / Saarland / Rheinland-Pfalz<br>D-4 = Nordrhein-Westfalen<br>D-5 = Norddeutschland<br>D-6 = Neue Bundesländer   |
| <b>Aktuelle Markenvertretungen:</b>   |   |
| Marke / Zeitraum:<br>Buff ( seit 2003 ),<br>Columbia ( seit 2003 ),   | Atomic ( seit 1993 ),<br>Kamik ( seit 1999 ),   |
| <b>Kompetenzschwerpunkte:</b>   |   |
| Saisontyp (Sommer, Winter): Sommer, Winter  | Produkttyp (Textilien, Hardware): Textilien, Hardware   |
| Sportsegmente:<br>Sportswear & Fashion, Sports & Lifestyle Accessories, Ski & Snowboard, Outdoor, Footwear,   |   |
| <b>Händlerstruktur / Händlernetzwerk:</b>   |   |
| Fachhandelsbereiche: Intersport, Sport 2000, Outdoor-Spezialisten, Wintersport Händler  | Anzahl: 150   |
| Key-Accounts: Sport Scheck, Sport Schuster  | Anzahl: 10  |
| <b>Namhafte Markenvertretungen in der Vergangenheit:</b>  | <b>Zusammenfassung:</b>   |
| Marke / Zeitraum: Salewa / 2000 bis 2006<br>Marke / Zeitraum: The North Face / 1997 bis 2004  | Fast zwanzig Jahre in der Branche tätig, daher sehr gute<br>Gelbeskennzeichen. Gute dauerliche Aufarbeitung. Arbeiten<br>mit allen Firmen langfristig. Teilnahme an vielen<br>regionalen Messen.<br>Österreich wäre auch möglich da 4 Jahre<br>Außendienstmitarbeiter bei Raichle für ganz Österreich<br>und daher viele Kontakte zum Outdoor- und<br>Schutzequipment.  |

# 4-SERVICE-SYSTEM: THE PREMIUMSERVICE

## Four service steps to find the RIGHT agency partner

**Service 1:** With the help of the AGENCY-RADAR, you are provided with the amount of active agency contacts based on your individual search criteria. **Free of charge**

**Service 2:** After the placement of your search order, all suitable agents receive personally from our side meaningful information to your brand via email and SMS within 24 hours.

**Contact fee = 1,000 Euro per order / sales area.**

**Service 3:** Additionally your query will be send every month via distribution news to more than 15,000 contacts around the furniture and lights world. Free of charge. **Free of charge**

**Service 4:** Additionally your query will be published in the center of the FURNITURES-CONTACTS website. With more than 10,000 visitors per month FURNITURES-CONTACTS.com is a high-frequency B2B platform in the furniture and lights branch. **Free of charge**

**Signing of a contract:** Shorten your query and minimize the intern amount of work. Sign the contract with your new sales agent within a few weeks. **Success fee = 2,000 Euro per agent / sales area**

[www.FURNITURES-CONTACTS.com](http://www.FURNITURES-CONTACTS.com)

**Service 1**  
Online-Search with the  
AGENCY-RADAR

FURNITURES-CONTACTS

**Service 2**  
E-Mail and SMS Service

**Service 3**  
DISTRIBUTION  
NEWS

**Service 4**  
Website

**CONTRACT**

**Term of exclusivity** At the beginning of a search enquiry FURNITURES-CONTACTS reserves exclusivity by three months. Agents, with whom you already stand in contact before starting, are barred from this regulation and have to be named at our company in written form.



Here you will find more information, details and prices:

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[www.furnitures-contacts.com](http://www.furnitures-contacts.com) | [www.lights-contacts.com](http://www.lights-contacts.com)

**light+building**

**MÖBELMARKT.**  
International Interior Business Magazine

**HIGH**  
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DAS FACHMAGAZIN DER LICHTBRANDE

**ON-LIGHT**

**furnishingJOBS**  
Die MÖBELMARKT Online-Jobbörse