

AGENCY-RADAR 2011

The premium service from LIGHTS-CONTACTS.com

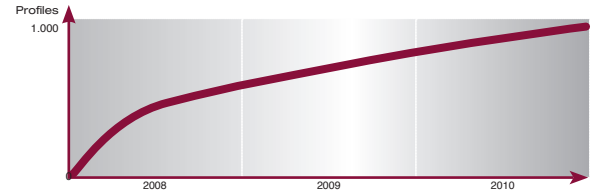
SALES AGENCY STRUCTURE ANALYSIS

Introduction

The program and topics of LIGHTS-CONTACTS, the B2B portal, concentrates exclusively on persons associated with the lighting and furniture market. Thus the requests and the services are used at a rate of 100% by people from the lights and furniture industry, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic sales agency profiles.

Development / business potential

Within two and a half years, the number of agents, registered for arrangement of lighting and furniture 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 24 lights and 22 furniture segments, the main focus of the agency profiles is 52% for the lighting and 48% for the furniture brands. Every agency profile has the possibility of multiple entries.



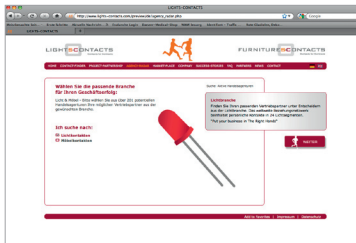
Principal countries

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

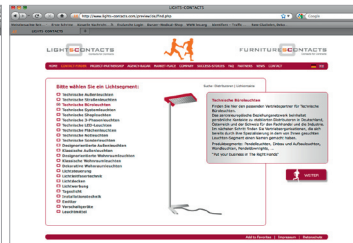


AGENCY-RADAR: THE DIRECT WAY

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 lights or furniture 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 24 lighting and 22 furniture 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 LIGHTS-CONTACTS into a clear agency presentation. Everybody who is registered at LIGHTS-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.

 	
Agentur-Kurzprofil der „Handelsagentur Max Mustermann“	
	Name, Vorname: Mustermann, Max Geburtsdatum: 10.08.1959 Sprache: Englisch Name der Agentur: Handelsagentur Max Mustermann Agenturgründungsjahr: 1999 Sitzort: JA (1000P) Mitarbeiter: Inhaber/Leit. / Außendienst: 2 Anschrift des Büros: Dachauer Str. 15a 80689 München, Deutschland Telefon: 0049-89-5991870 Telefax: 0049-89-5991875 Mobil: 0049-172-868727 E-Mail: agentur@maxmustermann.de Website: www.maxmustermann.de
Vertriebsgebiete:	
Area: D-1	D-1 = Bayern-Süd / Bayern-Nord D-2 = Baden-Württemberg D-3 = Hessen / Saarland / Rheinland-Pfalz D-4 = Nordrhein-Westfalen D-5 = Norddeutschland D-6 = Neue Bundesländer
Aktuelle Markenvertretungen:	
Marke (Zeitraum): Buff (seit 2003), Columbia (seit 2003),	Atomic (seit 1993), Kamik (seit 1999),
Kompetenzschwerpunkte:	
Saisontyp (Sommer, Winter): Sommer, Winter	Produkttyp (Textilien, Hardware): Textilien, Hardware
Sportsegmente: Sportswear & Fashion, Sports & Lifestyle Accessories, Ski & Snowboard, Outdoor, Footwear,	
Händlerstruktur / Händlernetzwerk:	
Fachhandelsbereiche: Intersport, Sport 2000, Outdoor-Spezialisten, Wintersport Händler	Anzahl: 150
Key-Accounts: Sport Schack, Sport Schuster	Anzahl: 10
Namhafte Markenvertretungen in der Vergangenheit:	
Marke / Zeitraum: Salewa / 2000 bis 2006 Marke / Zeitraum: The North Face / 1997 bis 2004	Fast zwanzig Jahre in der Branche tätig, daher sehr gute Gelbeskennzeichen. Gute räumliche Aufteilung. Arbeiten mit allen Firmen langfristig. Teilnahme an vielen regionalen Messen. Österreich wäre auch möglich da 4 Jahre Außendienstmitarbeiter bei Raichle für ganz Österreich und daher viele Kontakte zum Outdoor- und 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 lights and furniture world. Free of charge. **Free of charge**

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

Service 1
Online-Search with the
AGENCY-RADAR

LIGHTS-CONTACTS GMBH

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 LIGHTS-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.lights-contacts.com | www.furnitures-contacts.com

light+building

**HIGH
LIGHT**
DAS FACHMAGAZIN DER LICHTBRANCHE

ON-LIGHT

MÖBELMARKT
International Interior Business Magazine

lighting **JOBS**
Die Online-Jobbörse von Highlight und on-light