

Wozu als Hersteller noch den Fachhandel beliefern, wenn ich online den Kunden selbst erreichen kann?

Best Practice WIESEMANN 1893:

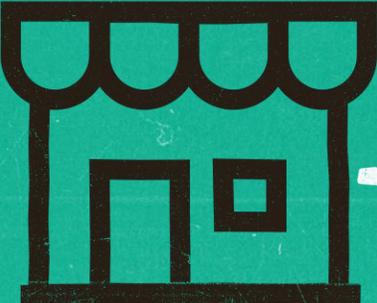
Aufbau einer E-commerce-only Werkzeugmarke.



Fachhandel



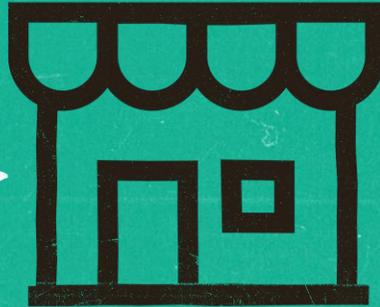
Marken/ Hersteller



Anwender

Digitale Plattformen





★★★★★ 730 Sternebewertun

Unverb. Preisempf.: 27,99-€
Preis: **EUR 14,79 exkl.**
EUR 17,60 inkl. USt
GRATIS-Versand für
Sie sparen: 10,39 € (37%)
Preisangaben inkl. U

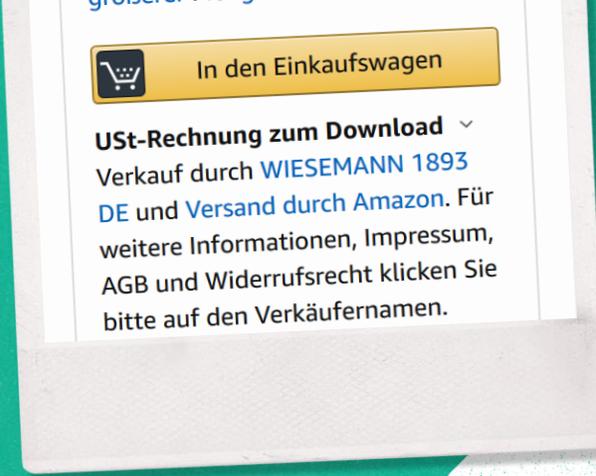
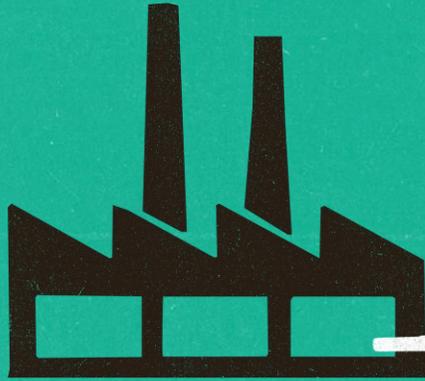
Neu (101) ab 17,60 € und KOSTENLOSER

Stil: Wasserpumpenzange

Seitenschneider

#1 über den Fachhandel auf die Plattformen

#2 direkt auf die Plattformen



WIESEMANN

1893



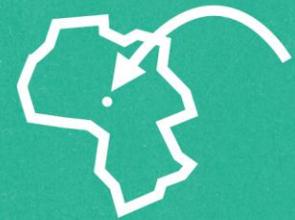
125 different products



18 ~~XX~~ 93

customers in

30+



countries

5.95€



99.95€



cheapest product

highest price

21.70€



average checkout



b2c - transactions

65%

return rate

1.9%



50.000.000+

GIF views

teeth count of a ratchet

72

0 worldwide third-party distributors



0.00€

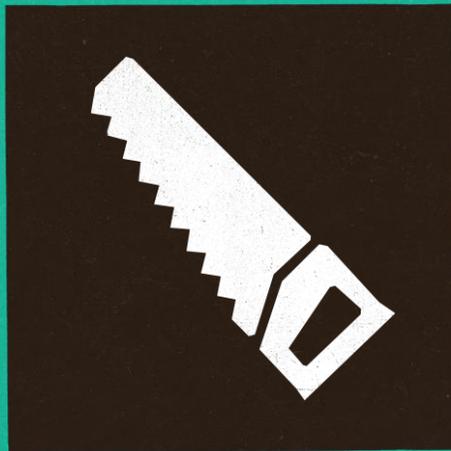
price for 3D printable tool holders



wrenches



woodworking



axes



bits & sockets



hammers



automotive

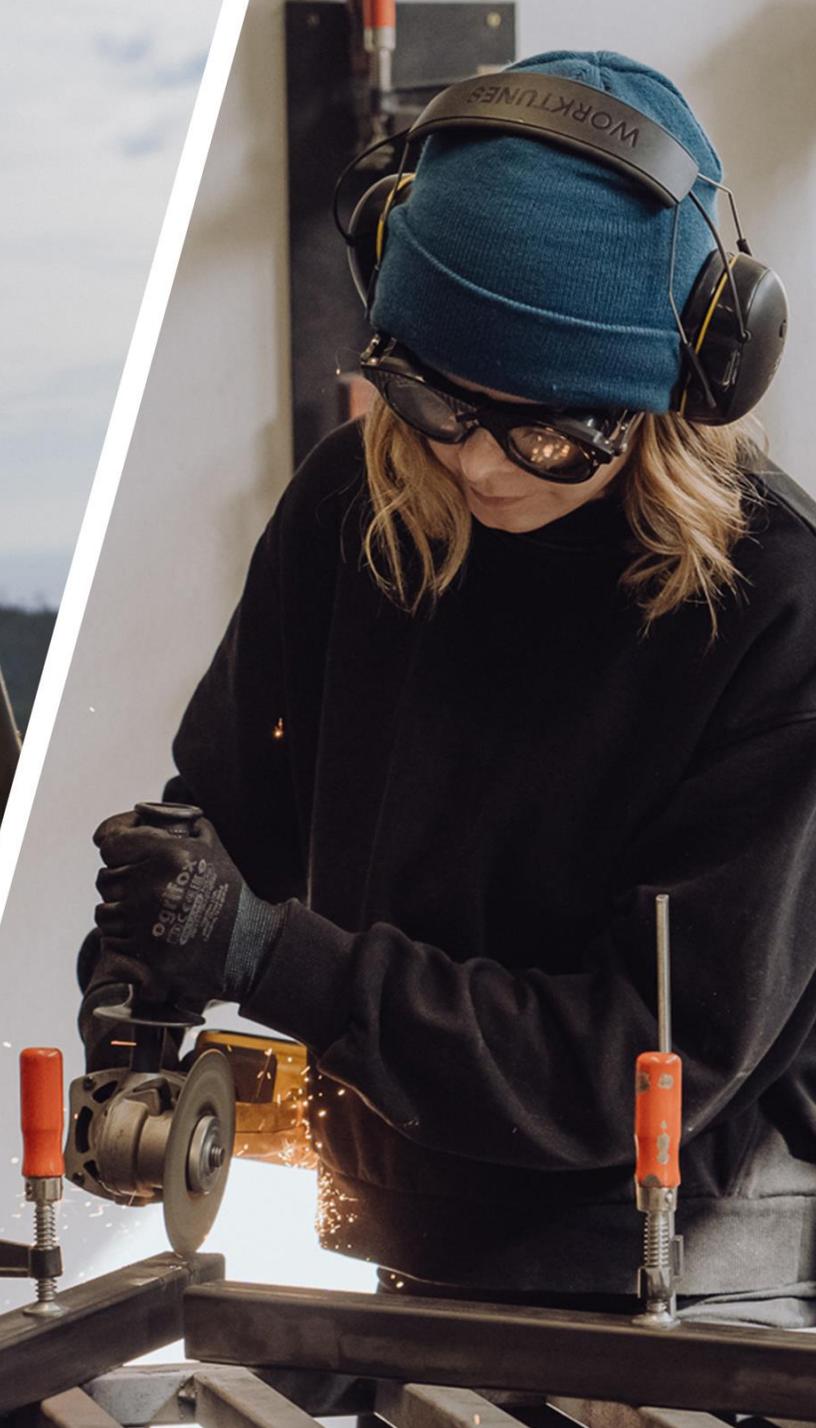


screwdrivers



ratchets







Returns for Good
certified

WIESEMANN
4 PCS
1/2"

18 X 93



Kontakt

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