
WELCOME

at Bauwerk Parquet

We are pleased to welcome all guests and visitors.
Let yourself be inspired. Get some interesting Information
and find out something new, exciting and useful
About a fascinating product and a unique brand!

**One strong brand.
Different market strategies.**

Lesson learned: Poland and Romania.

BAUWERK®
Parquet



1'700 employees worldwide

44 years average age

26 different nationalities

47% women employed

Bauwerk _ Our vision.

We enable people to **consciously**
create their living spaces

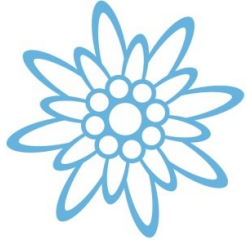


Bauwerk _ Our promise.



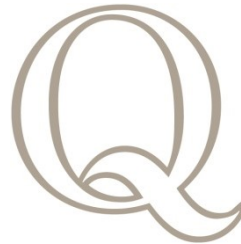
Healthy living

Bauwerk uses healthy materials to manufacture wooden floors that guarantee ultimate well-being in your personal living environment.



Swiss tradition

Bauwerk, a Swiss company with a long tradition, has been applying its skills, precision and passion to manufacturing top-quality wooden floors since 1935.

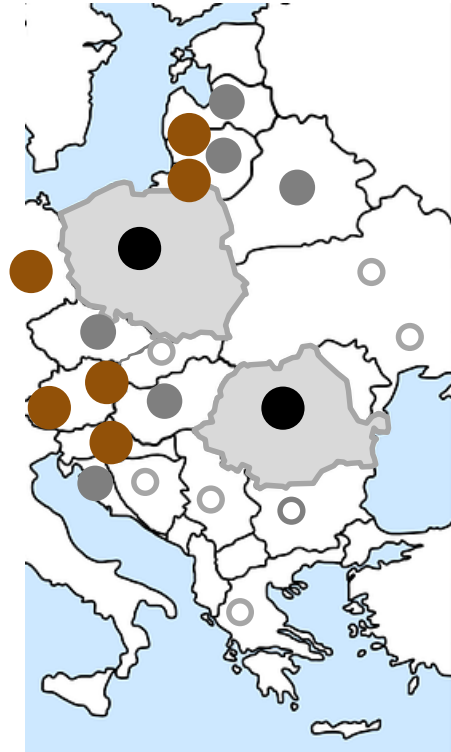


Bauwerk quality

Bauwerk quality guarantees highest standards which are sustained by four pillars: development, production, customer service and floor laying service.

CEE countries.

Our engagement and market priorities.



● **Bauwerk Locations in this area.**
Show rooms and / or production sites

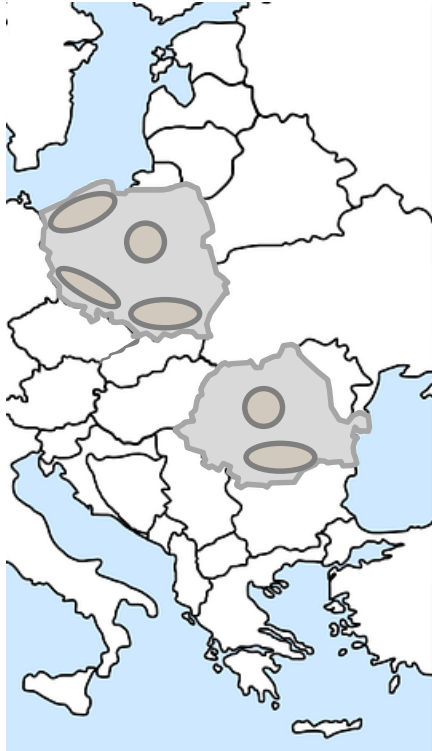
● **First priority in the CEE countries.**
Poland and Romania

● **Second priority:**
Where we have own productions:
Croatia, Latvia / Lithuania
But also e.g. Bulgaria, Cech or Hungary

○ **Third priority**
Other selected countries.

Poland, Romania

Starting position.



Finding out the key market figures.

Buying power, market volumes and split per “kind of building”

Quality standards, construction norms or the level of educations

Competition: The positioning and strength, quality and services

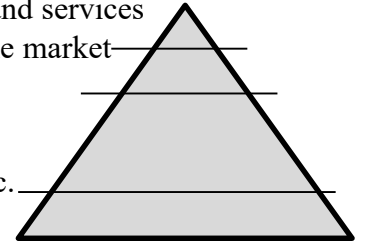
Ways of distribution, positioning on the market

Evaluating the market needs

Design aspects, technical basics and requirements, etc.

Finding the most convenient Bauwerk partners.

Company profile and values, visions, education, positioning → Decision



Lesson learned:

- 1. Locate areas with high buying power: Statistics, Internet, internal sources*
- 2. Finding properly out the market needs: Field and desk researches*
- 3. Knowing the general market system and positioning of the competition.*

Poland, Romania

Realistic targets.



Is a “premium provider” positioning realistic?

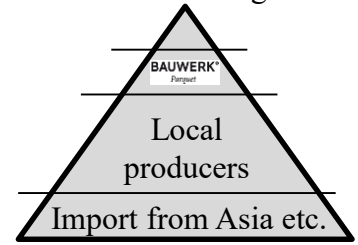
- Based on the existing price structures and levels of our target groups
- More than enough USPs or the **right partner** to follow this target

Definition of the target groups

- Architects as influencer
- Investors and house builders

Definition of the volumes

- Per product and target groups
- Volumes x average sales prices = total turn over



Lesson learned:

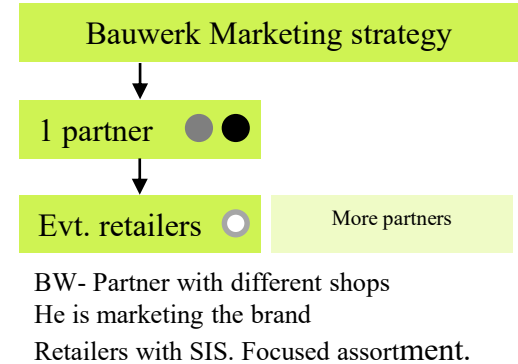
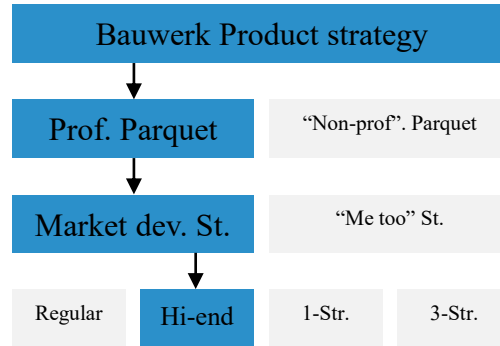
1. *Set a REALISTIC target based on the needs of the premium market*
2. *Fix the targets together with your partner(s)*
3. *Clear commitment of the partner to follow this way and to reach the targets*

Poland

Strategy: to reach the targets.



The strategy: Opportunities and decisions



Lesson learned:

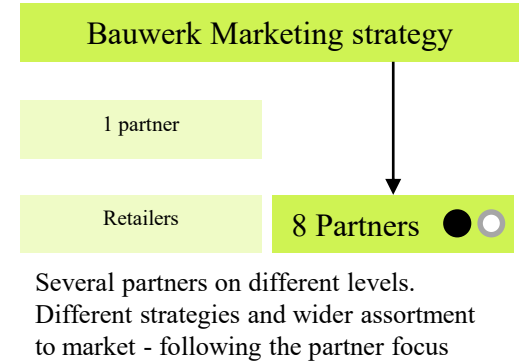
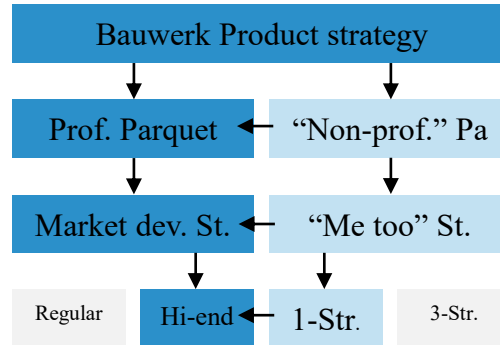
1. Following **STRICTLY** the focus **assortment** and strategic USPs
2. Having the focus on the defined strategic **areas** (with high buying power)
3. And having the activities focused on the defined **target groups**

Romania

Strategy: to reach the targets.



The strategy: Opportunities and decisions



Lesson learned:

1. Individual **product** strategies per partner (because more partners)
2. Having the focus on the defined strategic **areas** (with high buying power)
3. Different **target groups** due to different partners

Poland, Romania

Strategy: impressions.



Bauwerk Product strategy:
Focus on High-End-Products



Bauwerk Marketing strategy
SIS solutions to penetrate the brand



Poland, Romania

Marketing-Plan: following the strategy.



Product focus:

- Following our strategy

Price levels:

- Market oriented per product group to reach the targets

General promotion

- Tools per customer journey touch point

Promotion: SIS and Trade shows

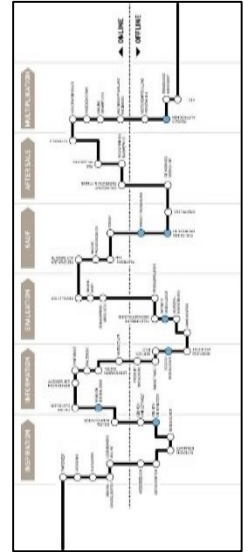
- PL: Warsaw Home. Katowice_4 design days (one partner)
- RO: only local trade shows (following diff. partners)
- Individual SIS solutions; to penetrate the brand to end users

Promotion: Digital actions

- Website Bauwerk, Micro sites, social medias. Etc.

Trainings and visits of key players

- Trainings, product and service updates, binding the actors



Lesson learned:

1. All marketing actions have to be based on the strategy
2. The marketing budget is related to the targeted turn over (not more)
3. The partner has to invest together with Bauwerk. That is partnership !

Poland, Romania

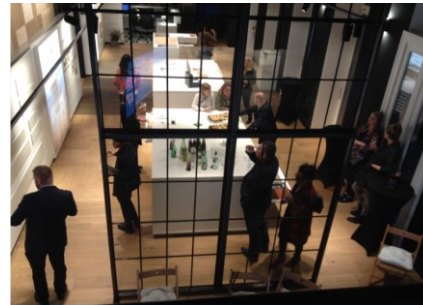
Key actions: impressions.



Trade shows: Penetrate the brand.
Social programs are important!



Trainings and visits in the Bauwerk
Show rooms e.g. in Berlin or Vienna



THANK YOU

for your attention

That now is the final chart 😊

I am looking forward now to having
interesting inputs and discussions
together with you !

BAUWERK®
Parquet

