



Sales strategy

Catalogue



Salesman



..... or both?

Who is the winner?

insieme

**per crescere,
per vincere!**



**Consorzio
Distributori
Utensili**





MISSION: sharing information





1992

5 members

26 millions euro in the market tools



2008



25 members with 42 point of sales

182 millions euro in the market tools

540 employees (210 sales people)

I NOSTRI MARCHI



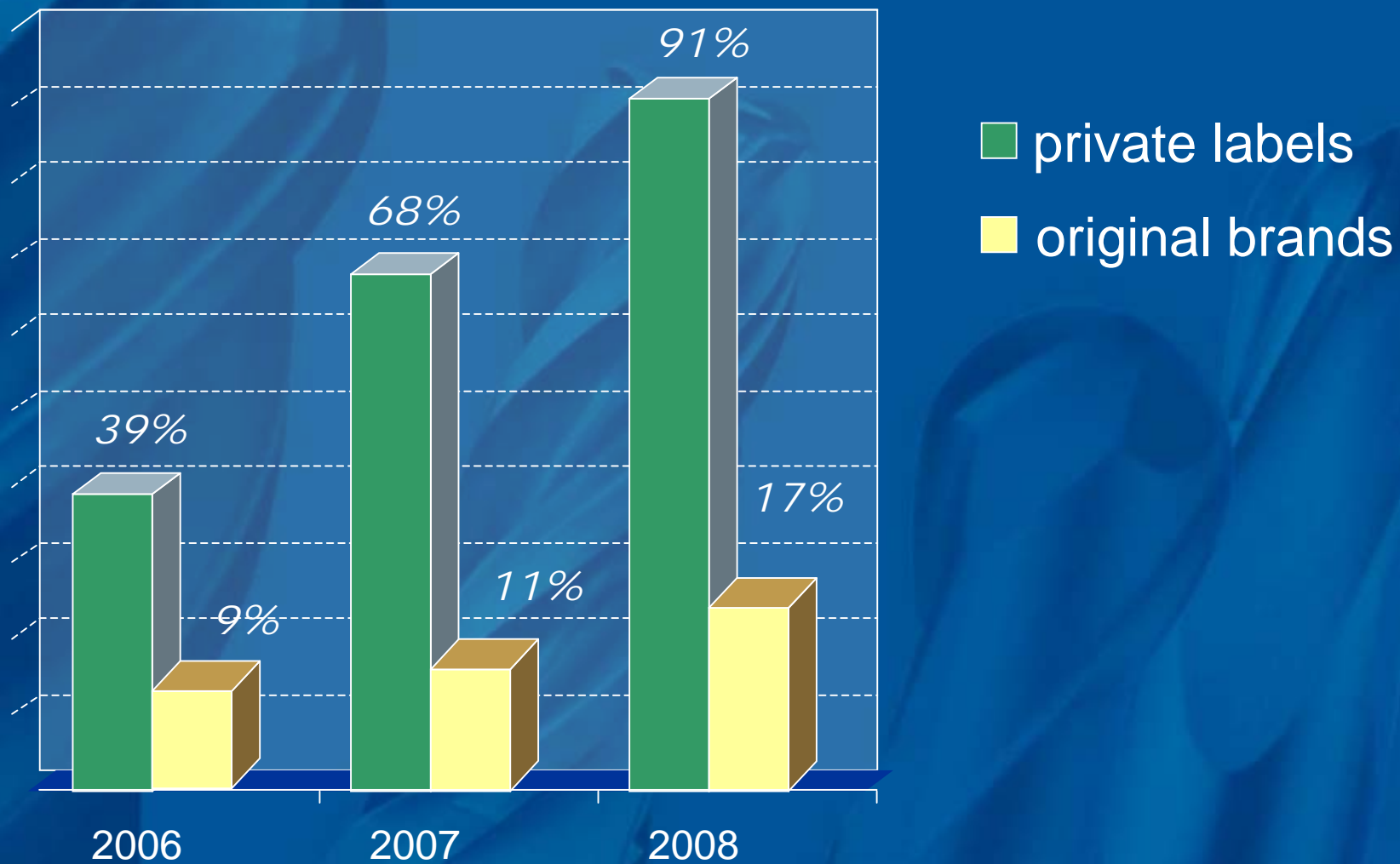
TKn[®]

format
professional quality

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xforma

growth rate (100% equals 2005)





FEBBRAIO 2009

FOCUS

VETRINA

LO SHOPPING
TECNICO DEL CDU



**OFFERTE
SELEZIONATE
LA QUALITÀ È
NATURALE**



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cumulative purchases for the members

logistic center CDU

cooperation with European buying groups

Management working teams



the "CATALOGUE 2008"

Catálogo
generale



Utensili manuali

the "CATALOGUE 2008"



	<i>2008</i>
pages	<i>1.440</i>
items	<i>27.000</i>
copies printed	<i>22.000</i>





*private
labels
CDU*

54%
of total items



*original
brand*

46%
of total items















*Sales strategy...
... the winner is*



Catalogue

..... plus

Salesman





Thank you

for your attention