



Market

Neckermann is the leading multi-channel sales company in Croatia seated in Varaždin, and a daughter-company of the German company Neckermann.de.

The most important aspect of Neckermann's philosophy is to offer goods at a favourable price for the whole family. It is therefore crucially important to understand the desires and needs of buyers in order to preserve their confidence in the company and its products. Neckermann reaches its buyers via two sales channels – catalogues and the internet. Therefore, in two main, as well as several specialised and action catalogues, buyers can see what is new, they can get inspired and place an order. Orders are received via the internet, telephone, fax, text messages, the post and e-mail, and buyers may choose according to their own preference the channel that suits them best at a given moment.

Neckermann offers a wide range of various fashion styles – from basic and contemporary classic to garments representing the latest trends from fashion shows worldwide. In addition to fashion for women, men and children, there is also a wide selection of sportswear, underwear, footwear and accessories. Annual profit from the sale of furniture and appliances is also growing.

The Neckermann Group has 4,500 employees, of which 100 are employed in Croatia. In 2008 Neckermann delivered more than 500,000 packages with over one million items and it distributes catalogues for five million buyers in the country.

Achievements

The success of this specific method of sale and the relationship with buyers represent Neckermann's crucial achievements. Buyers throughout Croatia have recognised the advantages of risk-free shopping. A free catalogue or current offer on the internet, which they can analyse in peace and tranquility of their own homes or wherever it suits them, choose and get inspired through collections, the greatest online offer of furniture and appliances – this is something that truly makes shopping unforgettable. A simple order placed through any of the five channels ensures flexibility, while home delivery ensures unparalleled comfort. Buyers thus save time, avoid crowds and anxiety and attempts to find parking space. A free-of-charge return of items within 15 days, i.e. 30 days for VIP buyers, represents an additional benefit. Neckermann enables simple shopping in order to help its buyers use their free time in the best possible way.



History

It all started in 1950 when Josef Neckermann founded a company for catalogue sale, which initially worked only with textiles, but extended its operations soon after to include more services and a greater product assortment.

The Neckermann catalogue sales was launched in Croatia in 1999 and it was followed by true euphoria. The slogan "Neckermann makes it happen for you" represents, to this day, a vision of a company that started operating in Croatia on 9 September 1999 by printing its first catalogue with 68 pages and circulation of 60,000 copies. Owing to great support of its buyers, who recognised the advantages of this shopping method, Neckermann soon became the leading catalogue company. Since then, fashion, furniture, textile and household necessities as well as appliances have reached homes of more than half a million satisfied customers.

Product

Two main catalogues, Spring/Summer and Fall/Winter, as well as the remaining fifty-or-so specialised catalogues and catalogues with special discount offers annually, have been a part of everyday life in Croatian households for more than a decade. The offer is carefully chosen, and catalogues selected according to individual needs and desires of the target group. Therefore, various fashion styles can be found in catalogues, as well as

corresponding footwear and jewellery (i.e. fashion accessories for every occasion – all at affordable prices. Regardless of whether it is a business look or a leisure-time combination, durable materials play an important role, as well as refined details and comfort in wearing. A new graphic concept of catalogue pages introduced in 2009 highlights Neckermann's fashion competence with trendy clothing, thus ranking it in the very top of the fashion world.

What makes the offer even more special are plus-size clothes for women and men. Models are adjusted to exceptionally tall and slim persons, those with a wider waistline or not too tall, with wider hips...

However, fashion is not the only thing offered in Neckermann. More and more pages are being dedicated to new and innovative multimedia devices. Along with the latest models of television sets, game consoles and various household appliances, it also offers retro items – such as gramophones. Another segment that is excellently accepted by customers includes furniture and household necessities. The offer also includes modern and classical furniture, two-seater and three-seater sofas, angle suites, tables, bedrooms and living rooms, bathroom and kitchen elements, large selection of bedclothes, towels, and blankets.

Recent Developments

The traditional 'large book' is not the only sales and communication channel. Focusing on communication of the future and shopping trends, the Neckermann catalogue company offers to its customers all the benefits of simple, fast and safe shopping from their own homes via its internet page www.neckermann.hr, including the already recognisable selection and wide assortment of fashion, furniture and appliances.

Apart from the possibility of 24-hour shopping, online shopping also saves time and money and enables customers to walk around rich virtual showrooms and fill their virtual basket with a simple click on the mouse. Additional advantages also include special discount offers, as well as offers available only online.

Although e-trade has been present from the very

150.000 razloga za posjetu na
www.neckermann.hr

Moda, namještaj, tehnika...

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042 401 000 ili
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start of operations, a lot has been invested into its development over the last two years.

Promotion

Marketing activities primarily pertain to direct marketing because Neckermann distributes five million catalogues annually, which are the very essence of this sales channel. Telemarketing as an instrument for reactivating buyers or congratulating birthdays and presenting various notices is also very effective and it contributes to the development of personal contacts with consumers. For many years Neckermann has been implementing two loyalty programmes, the VIP and KIDS clubs. The first pertains to buyers who meet certain criteria when shopping and are consequently awarded with discounts in later shopping, as well as benefits with cooperation partners. The KIDS club programme is intended for the youngest, where members receive welcoming presents, ten percent birthday discounts, participation in shows,

invitations to special occasions and events and numerous other benefits. During the past three years Neckermann has launched and successfully implemented two projects. The first, Interneck, serves to promote e-trade, educate and inform the public about benefits of internet shopping, and it is implemented in larger cities. The second, Neckmodel, is a unique online beauty contest carried out in five categories: models, photo models, XL models, children and babies. So far, several thousand candidates have applied. Since Neckermann is a fashion company first and foremost, since 2008 it has been presenting its collections at fashion shows that have excellent media coverage. Advertising is an integral part of promotion, both in print media and online, as well as PR, prize games and product placement. In its campaigns Neckermann used popular faces, such as Kristina Krepela, Tank Filipović and Bojana Gregorić.

Brand Values

In the past ten years of operations Neckermann has become the leading company in the segment of catalogue sale. To be the best is only possible with the support of customers, who recognised the advantages and comfort of the internet and/or catalogue shopping. Many dedicated employees give their best every day in order to offer optimal prices to customers and adjust services to buyers' demands. The goal is to facilitate to the maximum every buyer's daily routine and ensure the best, simplest and most comfortable shopping.

Neckermann's greatest advantage is risk-free purchase, which means that buyers may return or replace the ordered item within 15 or 30 days. For a whole decade, top-level shopping from home has been providing pleasure and joy to all generations.

Moreover, Neckermann advocates socially responsible behaviour, so in line with that, all models in its organic cotton collection are made of 100% cotton of controlled origin. Quality without chemicals, which greatly affects preservation of nature and health of people working on cotton plantations.

Furthermore, in 2008 Neckermann was awarded

the status of UNICEF's friend company, due to long-lasting cooperation and support and it is also involved in other humanitarian projects such as SOS Children's Village Lekenik. Neckermann has also launched an action called 'Give a smile for the Special Hospital for children's chronic diseases in Gornja Bistrica'.

www.neckermann.hr

Štédite vrijeme za one najvažnije

Otvoreni 24 sata na dan!
www.neckermann.hr | Nova kolekcija samo na katalogu

THINGS YOU DIDN'T KNOW ABOUT...

Neckermann

- Neckermann has been present in Croatia since 1999.
- The first catalogue in Croatia had 68 pages and a circulation of 60,000 copies, and the largest one had 420,000 copies and 580 pages.
- Neckermann's main catalogue has 560 pages on average and weighs 700 grams. In terms of content it offers a wide product range, from organic cotton collections to branded products in segments of fashion and appliances, as well as modern furniture.
- In 2007 Neckermann launched a unique online beauty contest called Neckmodel, in five categories: models, photo models, XL models, children and babies. Since then, several thousand candidates have applied for the contest.
- Since 2008 Neckermann is UNICEF's friend company.
- Neckermann's online shop www.neckermann.hr includes an extended offer that is not available in catalogues.

Young Company
Moda za najmlađe 85-135

Moda za svaki stas
Moda za veličine 34-44

MUSKI SVIJET
Vaš stručnjak za veličine