



OVERVIEW

BAUHAUS first introduced the unique concept of “everything-under-one-roof” in 1960, when the first DIY home improvement store opened in Mannheim, Germany. BAUHAUS brings quality tools and materials for home improvement to one store and they aim to offer the industry’s biggest selection and provide effective customer service with knowledgeable staff. BAUHAUS boasts 17 stores in Sweden and a website that serves both B2C and B2B customers.

KEY POINTS

Merchant: BAUHAUS Sweden
Industry: Home improvement retail
Magento Edition: Enterprise
Base Engine: Innovate
Markets Served: Sweden
Web sites: www.bauhaus.se
Project Plan: Ongoing project for 3.5 years
Number of Products: 40, 000

120%

GROWTH IN REVENUE IN LAST 12 MONTHS

75,000

VISITORS PER DAY IN HIGH SEASON

58,000

VISITORS PER DAY IN NORMAL SEASON

THE CHALLENGE

Before starting working with Vaimo, BAUHAUS Sweden’s online presence was limited to a product catalog without purchasing options. They wanted an online store that would serve both B2B and B2C clients through one modernised site that could handle an enormous amount of products, attributes, and complexity. BAUHAUS wanted a stable and responsive eCommerce platform for their website that would allow them to customise everything and also first-class integration capabilities for their stock management solution and payment options. Initially, BAUHAUS wanted to run its online shop separately from its physical stores and to cater also for consumers who did not have a BAUHAUS store nearby.

THE SOLUTION

BAUHAUS wanted to create an online trade environment that would suit B2C and B2B buyers alike and provide them with virtual tools that would make shopping easier. Vaimo helped BAUHAUS achieve this by building customised features throughout the site, such as separate prototypes for guides that prevent customers from making wrong selections of products based on the project type they selected. Third party integrations with Nosto and Resurs Bank support product recommendations, back-in-stock notifications and payment solutions. The B2B customer portal is fully tailored and API session-based, with its own set of payment options and a BAUHAUS credit card. The site allows the customer to shop with ease, locate the nearest retailer, order installations and even arrange special deliveries.

FEATURES IMPLEMENTED

- ✓ COLOUR PICKING FUNCTION FOR PAINT SELECTION
- ✓ STORE LOCATOR
- ✓ INSTALLATION SERVICES AVAILABLE ON SITE
- ✓ SPECIAL PRICING WITH PRICE PER UNIT NOT PACKAGE
- ✓ POSSIBILITY FOR TIER PRICING
- ✓ BACK IN STOCK NOTIFICATIONS
- ✓ RELATED PRODUCTS AS ACCESSORIES
- ✓ INTEGRATION OF MAGENTO TO NOSTO AND RESURS BANK
- ✓ CUSTOMISED API SESSION BASED B2B SOLUTION
- ✓ CATERING FOR BOTH B2B AND B2C CLIENTS ON ONE SITE
- ✓ CART TRANSFER BETWEEN TWO SITES FOR FINALISED ORDERS
- ✓ MULTI-SITE

* KPIs- October 2014- September 2015

PROJECT DELIVERY

The BAUHAUS Sweden project started back in 2011 and it took about 3 months to go live with the initial site. Since then BAUHAUS has been working very closely on an ongoing basis with Vaimo on various projects to constantly develop new functionality and new services for its customers. Besides bauhaus.se BAUHAUS has also launched sites like kidsclub.bauhaus.se, fixartv.se and camargue.se with the help of Vaimo. The integrations between different systems are working well though they have added complexities to the projects, since any changes made to the site need to be adopted across all scenarios for the different customer journeys.

“ Vaimo has helped BAUHAUS bring the complexity of home improvement retail to the web in a simple and cost-efficient manner. Vaimo has delivered a stable platform that supports our growth and our business. Vaimo is a group of energetic people with a proven track record of delivering valuable solutions on a consistent basis.

Steen Hestehauge, Ecommerce and System Manager at BAUHAUS Sweden

FUTURE ECOMMERCE PLANS

BAUHAUS is working on merging the online shop with its physical stores in the near future. Currently, the home improvement giant is improving the convenience of deliveries by implementing evening and time-based deliveries. BAUHAUS is constantly trying to grow their business and this means that Vaimo dynamically tries to meet their needs with new solutions and features while enhancing existing services. BAUHAUS is focusing on increasing sales, improving packaging, and analysing what services should be sold with products, such as installation. In general, BAUHAUS wants to make purchasing easier for the customer, from the point of purchase to the final installation.

“ We initially chose Magento as our platform because it is flexible enough to handle and support the customised functionalities that we need to constantly implement as we come up with new ideas on how to better serve our customers.

Steen Hestehauge, Ecommerce and System Manager at BAUHAUS Sweden

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 200+ specialists with offices located in 8 countries. Businesses choose Vaimo for best practice eCommerce.

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