



OVERVIEW

BAUHAUS is the largest home improvement retailer in Denmark and offers the widest assortment of products. Denmark currently has 16 BAUHAUS retail stores with 1500 employees across the country. The largest BAUHAUS shop in Denmark is in the city of Aalborg, and features 18,000 square meters of floor space. BAUHAUS opened its first shop in Denmark in 1989 and has served its customers with quality tools and materials ever since.

KEY POINTS

Merchant: BAUHAUS Denmark
 Industry: Home improvement retail
 Magento Edition: Enterprise
 Base Engine: Innovate
 Markets Served: Denmark
 Web sites: www.bauhaus.dk
 Project Plan: Ongoing project for 1.5 years
 Number of Products: 31, 000+

130%

GROWTH IN REVENUE IN LAST 12 MONTHS

55,000

VISITORS PER DAY IN HIGH SEASON

28,000

VISITORS PER DAY IN NORMAL SEASON

47%

VISITORS TO SITE FROM MOBILE

THE CHALLENGE

Before working with Vaimo, BAUHAUS Denmark had a non-transactional site that only featured the current commercial advertisement. The old site was difficult to manage and customisation was not an option. BAUHAUS Denmark wanted to be able to present their large assortment of products on their site and easily upload content. They recognised that physical advertisement flyers often did not make it to their customers, and BAUHAUS Denmark wanted a digital and responsive way to connect with their customers, via desktop, mobile and tablet.

THE SOLUTION

Vaimo developed a fully responsive site that features a smooth design, easy navigation via the Solr search function, and effortless payment methods. BAUHAUS Denmark customers can easily pay via their smartphone without having to use their card by using the integrated payment portal. Vaimo also implemented the Vaimo Content Management System, so BAUHAUS Denmark staff can use it to effortlessly place new content on the site. With the new site, BAUHAUS Denmark has been able to expand their customer base to include those without access to physical stores.

FEATURES IMPLEMENTED

- ✓ **CLICK AND COLLECT**
- ✓ **VAIMO CONTENT MANAGEMENT SYSTEM**
- ✓ **STORE LOCATOR**
- ✓ **PRODUCT CONFIGURATOR TO CUSTOMISE YOUR PRODUCTS**
- ✓ **SPECIAL PRICING WITH PRICE PER UNIT NOT PACKAGE**
- ✓ **POSSIBILITY FOR TIER PRICING**
- ✓ **BACK IN STOCK NOTIFICATIONS**
- ✓ **RELATED PRODUCTS AS ACCESSORIES**
- ✓ **INTEGRATION TO NOSTO**
- ✓ **MOBILE PAYMENT**

* KPIs- January 2015- September 2015

PROJECT DELIVERY

The initial website took 4 months to develop, and since then Vaimo and BAUHAUS Denmark have been collaborating closely together to further enhance the site. BAUHAUS Denmark finds it easy to convey ideas to their dedicated Vaimo team and receive the feedback and effort that it takes to create a project worthy of implementation. BAUHAUS Denmark has found the teamwork to be smooth and the project timeframes efficient.

“ Vaimo has created a site that connects our in-store customers to our online presence. Where our product line ends in the store, it continues online and it really connects us to our buyers.

Klaus Hedegaard, IT Manager at BAUHAUS Denmark

FUTURE ECOMMERCE PLANS

BAUHAUS Denmark wants to fully immerse the business into omnichannel and integrate their online presence into their physical stores. The home improvement retailer wants to ensure that the complete assortment of products is available online and has big plans for expanding their delivery areas and delivery services. They want to develop express deliveries, nighttime deliveries, and services associated with this function.

“ Magento supports a large amount of products, and we knew that BAUHAUS Sweden was already working on the Magento platform with Vaimo. We recognised how agile it was to work with Vaimo and understood that it would be easier to exchange code, and connect with BAUHAUS Sweden if we were in Denmark on the same platform.

Klaus Hedegaard, IT Manager at BAUHAUS Denmark

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 9 countries. Businesses choose Vaimo for best practice eCommerce.

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