

European B2B marketplace is looking for partnerships with manufacturers and suppliers of furniture

Summary

Profile type

Business request

Company's country

Sweden

POD reference

BRSE20241121001

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **Bulgaria**
- **Czechia**
- **Croatia**
- **Slovenia**
- **Poland**
- **Slovakia**
- **Estonia**
- **Hungary**
- **Lithuania**
- **Latvia**
- **Romania**

Contact Person

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Term of validity

22 Nov 2024
22 Nov 2025

Last update

22 Nov 2024

General Information

Short summary

A Swedish company has developed a B2B marketplace, connecting EU manufacturers with buyers through a sustainable, VAT-regulated platform. It offers unique features like seller-specific catalogs, Safe Trade escrow services, and upcoming RFQ & procurement tools. They are now looking for manufacturers and suppliers of furniture and related products to join the platform, specifically high-quality and innovative furniture solutions for a variety of sectors (residential, commercial and public spaces).

Full description

The European B2B marketplace is designed to connect manufacturers and buyers across the furniture industry. Built with sustainability and cross-border trade in mind, the platform addresses the need for a unified, efficient, and transparent marketplace for European businesses. Operating under the principles of the European Union's Single-Market agenda, the focus is exclusively on manufacturers within the EU, providing them with tools to expand their market reach while promoting environmentally conscious practices.

Request:

The marketplace is designed for manufacturers of furniture and related products. It seeks high-quality, sustainable furniture items for various applications, ranging from home and living spaces to commercial and public environments such as offices, hotels, restaurants, and public spaces. The goal is to build a diverse catalog of manufacturers which can meet the demands of modern B2B buyers across Europe.

Applications:

Furniture products on the platform should cater to diverse settings, including but not limited to:

- Residential furniture for homes and living spaces.
- Commercial furniture for offices and corporate environments.
- Hospitality furniture for hotels, restaurants, and lounges.
- Public sector furniture for schools, libraries, and other government facilities.

The platform ensures that buyers can find the right products for their specific needs while allowing manufacturers to highlight their expertise and product range.

Problems to Be Solved:

- Fragmentation of Markets: Many manufacturers struggle to connect with buyers outside their immediate market. The platform provides a centralized marketplace for cross-border transactions within the EU.
- Transparency and Trust: Buyers and sellers often face challenges in ensuring fair transactions. The platform includes a Safe Trade system, which acts as an escrow service, ensuring secure financial transactions.
- Sustainability: Addressing the growing demand for eco-friendly practices, emphasizes sustainable manufacturing and product sourcing, encouraging environmentally conscious choices.
- Product Visibility: Manufacturers often face difficulties in showcasing their full product range. The seller-specific catalog feature allows them to present their products exclusively, without interference from competitors.

The platform is open to the following types of partnerships:

- Marketplace Inclusion: Furniture manufacturers can join the platform to showcase their products and connect with buyers across the EU. The marketplace supports sellers through features such as seller-specific catalogs and product listings.
- Supplier-Buyer Matchmaking: we are facilitates connections between manufacturers and buyers based on specific requirements, enabling long-term B2B partnerships.
- Procurement Opportunities: Manufacturers can participate in procurement projects where buyers post requests for specific furniture solutions, and sellers can bid on these opportunities.
- Sustainability Collaborations: The platform encourages partnerships with manufacturers that prioritize sustainability, offering them additional visibility and recognition within the marketplace.

Specifications:

- Price: Competitive pricing suitable for wholesale and project-based orders (Asian market, made-in-china products are not allowed on the platform).
- Quantities: Both small, medium and large-scale order capabilities, starting from MOQ (Minimum Order Quantities, set by manufacturers by choice) to bulk manufacturing.
- Order Frequency: Orders may vary based on buyer needs, but recurring partnerships with consistent production capacity are preferred.

- Production Output: Manufacturers should have reliable production capabilities to handle volume orders within self-set lead times.

Advantages and innovations

Exclusive Focus on EU Manufacturers: We exclusively supports furniture manufacturers within the EU, ensuring compliance with EU regulations (e.g., VAT) and promoting cross-border trade under the European Union's Open Market agenda.

Sustainability-Driven: The platform emphasizes environmentally conscious production, aligning with the United Nations' Agenda 2030. This allows manufacturers with sustainable practices to gain visibility and meet the growing demand for eco-friendly products.

Seller-Specific Catalogs: Unlike other marketplaces on global market, this one provides manufacturers with dedicated storefronts where only their products are displayed for EU buyers. This eliminates direct competition on the seller's page and enhances their brand identity.

Safe Trade System: The platform features an escrow-based payment system that guarantees secure financial transactions, reducing risks for both buyers and sellers. This fosters trust and transparency in cross-border deals.

Upcoming Procurement Tools: The platform is developing an advanced Request for Quote (RFQ) and procurement system, enabling buyers to post projects and allowing manufacturers to bid efficiently. This streamlined process enhances market accessibility for sellers.

Economic Impact: By providing EU-based manufacturers access to a wider market, stimulates regional economic growth, especially for small and medium enterprises (SMEs).

Customizable for Multiple Applications: The platform caters to diverse sectors, including residential, commercial, and public spaces, fulfilling the growing demand for tailored furniture solutions.

Technical specification or expertise sought

The B2B Platform is seeking manufacturers and suppliers of furniture and related products to join the platform. The focus is on high-quality and innovative furniture solutions for a variety of sectors, including residential, commercial, and public spaces. Manufacturers are expected to align with the following specifications:

Desired Offers:

- Products: Furniture and related items such as seating, tables, storage solutions, lighting, and decor for applications in homes, offices, restaurants, hotels, and public spaces.
- Sustainability: Preference is given to manufacturers utilizing sustainable materials (e.g., reclaimed wood, recycled metals, eco-friendly textiles) or adhering to environmentally friendly production methods - but not exclusively, of course.
- Custom Solutions: Ability to handle requests for customized furniture designs, including size, material, and functionality modifications, is a significant advantage - but not exclusively, of course, a standard assortment is welcome!
- Manufacturers with the intention to export products within the EU, with or without knowledge - help can be offered.

Manufacturers joining the platform should have:

- Expertise in producing high-quality, durable furniture for various applications.
 - Understanding and adherence to EU market regulations, including VAT compliance and product safety standards.
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- Open minded about the future of tech that is over-washing the market and pushing businesses into the year 2025.

The platform is NOT looking for:

- Retailers or resellers without their own manufacturing capabilities.
- Non-EU-based manufacturers (assembly), as the platform exclusively supports businesses operating within the European Union.
- Products that do not comply with EU regulations or standards.
- Manufacturers without the intention to export products within the EU.
- Items lacking durability or quality assurance, which may not meet the demands of professional buyers.

Stage of development

Sustainable Development goals

- **Goal 13: Climate Action**
- **Goal 12: Responsible Consumption and Production**
- **Goal 15: Life on Land**
- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 17: Partnerships to achieve the Goal**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The ideal partner for The B2B Platform is a business entity within the furniture industry, particularly manufacturers and suppliers operating within the European Union. The platform seeks partnerships with companies aligned with the vision of providing sustainable, high-quality furniture solutions for a variety of applications, including residential, commercial, and public spaces.

Type of Partner Sought:

- Industry: Manufacturers of furniture and related products, including home furniture, office furniture, hospitality furniture (restaurants and hotels), and public space furnishings.
- Sustainability-Focused Partners: Manufacturers prioritizing eco-friendly practices, such as the use of sustainable materials or environmentally conscious production methods (- But NOT exclusively).
- Custom Design Experts: Suppliers capable of producing bespoke or tailor-made furniture solutions based on buyer specifications - but also have an standard sortiment.

Tasks to Be Performed:

Manufacturers:

- Upload product catalogs or set up seller stores on the platform, to showcase offerings (on-boarding help will be offered)
- Respond to buyer inquiries through the platform's request-for-quote (RFQ) feature or upcoming procurement bidding system.
- Offer pricing, lead times, and technical specifications to meet buyer demands.
- Commit to EU-compliant VAT regulations and export standards (the system is automated for VAT regulation & invoicing).
- Prepared to offer feedback, to improve the platform.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **07004005 - Furnishing and Furniture**
- **09004002 - Office furniture and other professional furnishings**
- **07004003 - Home furnishing and housewares**

Targeted countries

Sector groups involved

- **Bulgaria**
- **Czechia**
- **Croatia**
- **Slovenia**
- **Poland**
- **Slovakia**
- **Estonia**
- **Hungary**
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