

About Switzerland and its markets

Switzerland has a population of about 8,5 million. While it is situated in the heart of Europe, Switzerland is currently not a member of the EU and has its own currency, the Swiss Franc (CHF). According to the Global Wealth Report 2017 Switzerland has the highest average wealth per adult.

Switzerland also takes first place in the Global Competitiveness Report 2017–2018 published by the World Economic Forum (WEF) and has done so in the past seven years.

Quality and supply

Swiss customers have high standards and expect their products to be of top quality. Image and status symbols are important, design and usability play a key role as well. Competec offers high-end products from the following categories:

 <p>IT and mobile devices</p>	 <p>IT-periphery, software and office supplies</p>
 <p>Network and communication solutions</p>	 <p>Safety products and smart home solutions</p>
 <p>Hobby, garden and tools</p>	 <p>Consumer electronics, professional audio/video solutions and musical equipment</p>
 <p>Lighting, appliances and cleaning products</p>	
 <p>Home and living products</p>	 <p>Baby and Toys</p>
 <p>Fitness, health and beauty</p>	 <p>Food, household and pet supplies</p>

Product requirement: Barcode, CE and RoHS certified, Swiss cable as well as low RMA quotas.

Online shops and target audiences

Direct business



Private end-users: **brack.ch**



Private end-users: **INTERSPORT.CH**



B2B end-users: **brack.ch/business**



Live-shopping for private end-users: **daydeal.ch**

Distribution



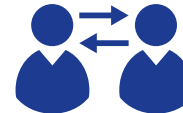
e-Tail, retail and VAR customers: **alltron.ch**

Specialised trade, home & living products: **jamei.ch**



Customer segments

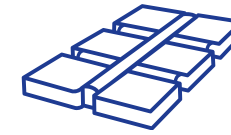
500 000 private and business end-users
11 000 specialised retailers



Customer services

On site (in showrooms), on the phone (DE/FR/IT/EN), via e-mail, live chat or on social media channels as well as through the key account management for resellers and commercial customers

Competec Logistics Centre



Logistics space
55 000 m²



Automated small-parts warehouse

AutoStore I and II
> 205 robots
> 205 686 bins

High-bay warehouse

14 000 pallets,
4 stacker cranes



Area storage system

5500 pallets
13 800 tray storage units



Conveyor technology and packaging

1000 m onveyor technology, 4 i-Pack-Lines (automatic packaging) and 41 packing tables



Shipping 2017
around 1,6 million parcels
weight 6100 tons

On-time delivery 2017

> 99,9%



Location

Competec Logistik AG, Rossgassmoos 10, CH-6130 Willisau
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Competec Group – company profile

Turnover development

2015: CHF 535 million (€ 486 million, \$ 535 million)
 2016: CHF 602 million (€ 545 million, \$ 602 million)
 2017: CHF 665 million (€ 599 million, \$ 665 million)



Human resources development

2015: 483 employees,
 including 41 apprentices
 2016: 534 employees,
 including 38 apprentices
 2017: 607 employees,
 including 42 apprentices



Company history (milestones)

1994: Founding of Brack Consulting
 2006: Takeover of Alltron AG (COS Distribution AG)
 2007: Founding of Competec Holding AG
 2012: Opening of Competec Logistics Centre
 2016: Takeover of Jamei AG
 2017: Opening of office in Renens VD
 Launch INTERSPORT.CH



Core business and services

Import, distribution, reselling and selling of high-quality products. Multiple modern online shops with detailed product descriptions and additional product information available. Various delivery options, i.e. same-day- and next-day-deliveries as well as drop shipping in customer's name. Comprehensive range of customer services offered by the technical department: personal support, returns management and assembling. Product training for customers.



Head office

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Chosen manufacturers in assortment



and many more!

Ever growing range of products

Competec keeps expanding its product range:
 Over 200 000 products
 From over 2700 brands/manufacturers
 90 % of all products are available from stock



A strong Swiss player
 100 % independent



B2C



B2B



COMPETEC