

Welcome



BERKHOF DIGITAL

MARKETPLACE AND PLATFORM DEVELOPMENT

B2C and B2B marketplaces

What are the differences?

And what not?



BERKHOF DIGITAL

MARKETPLACE AND PLATFORM DEVELOPMENT

Agenda



Why B2C and B2B?



The marketplace landscape



B2C marketplaces



B2B marketplaces



What are the similarities?



What are the differences (including value drivers)?



Questions

Biography

- Development of B2C and B2B marketplaces and e-commerce platforms in multiple countries



- Markets: Retail, Toys, Health & Beauty, Automotive, Agriculture



- Member of ShoppingTomorrow: active network with the aim of providing insights for the industry.



- Founder of Berkhof Digital to help organizations in their marketplace adventure to unlock their digital presence.



B2C

B2B

blokker.

Intertoys

A.S. Watson Benelux

**LOUWMAN
GROUP**

Maykers®

Audience check

C2C Marketplace

B2C Marketplace

B2B Marketplace

Multiple

Considering extra model

Why B2C and B2B?



Struggling with questions



Receiving questions



Sharing experience



Differences and similarities





B2C

Marketplaces

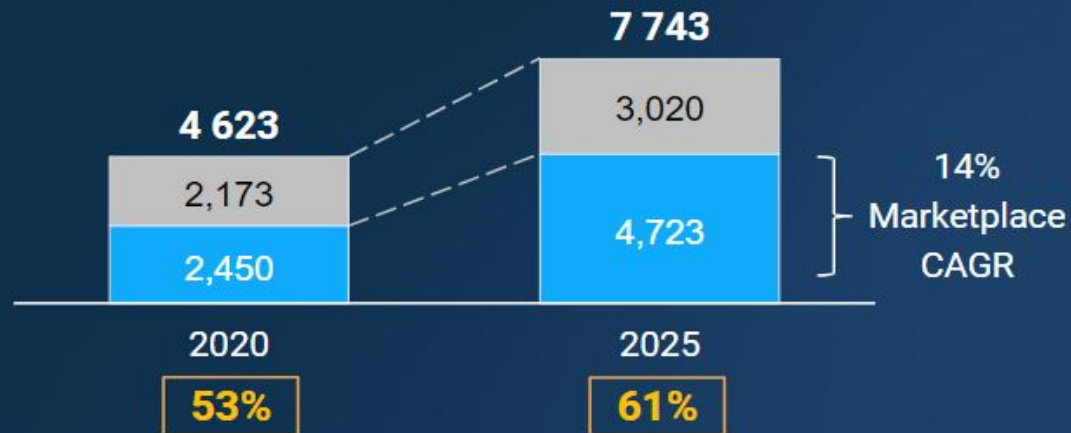
- Tools for consumers
- Refined over the years
- Central role in the modern economy
- Fulfilling every need

Uber

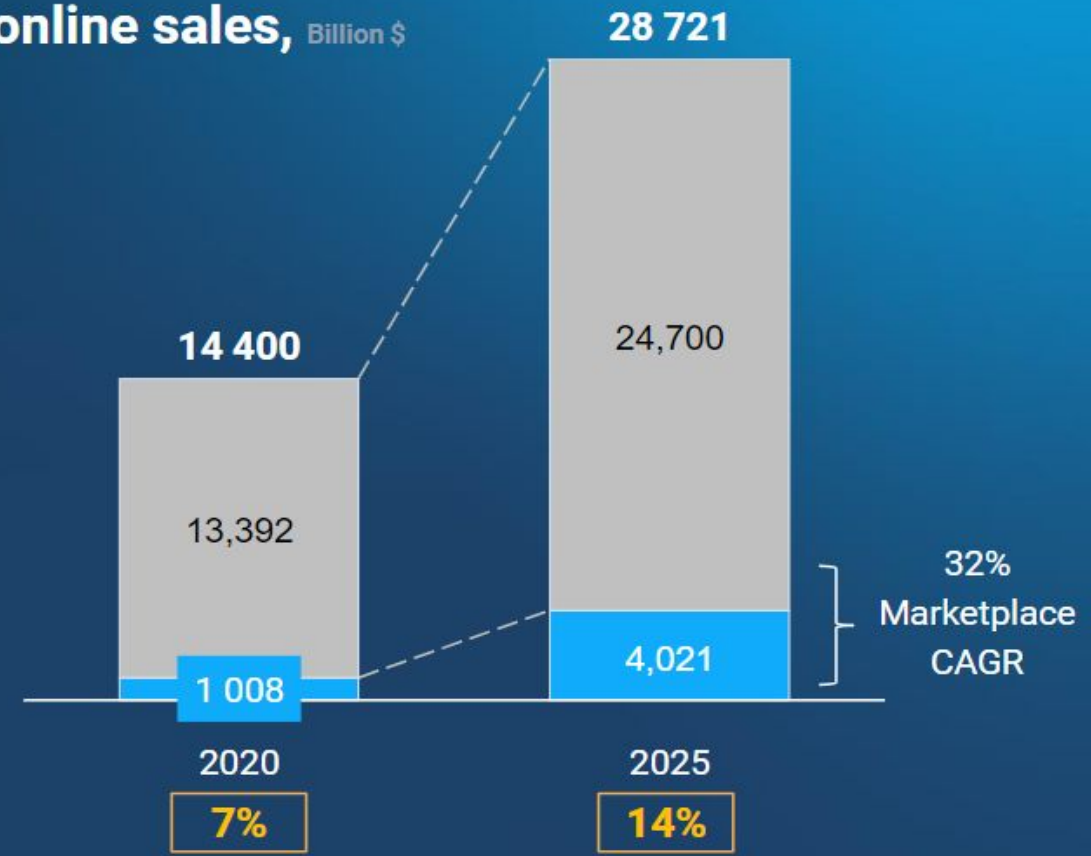


Growth Expectations

B2C online sales, Billion \$



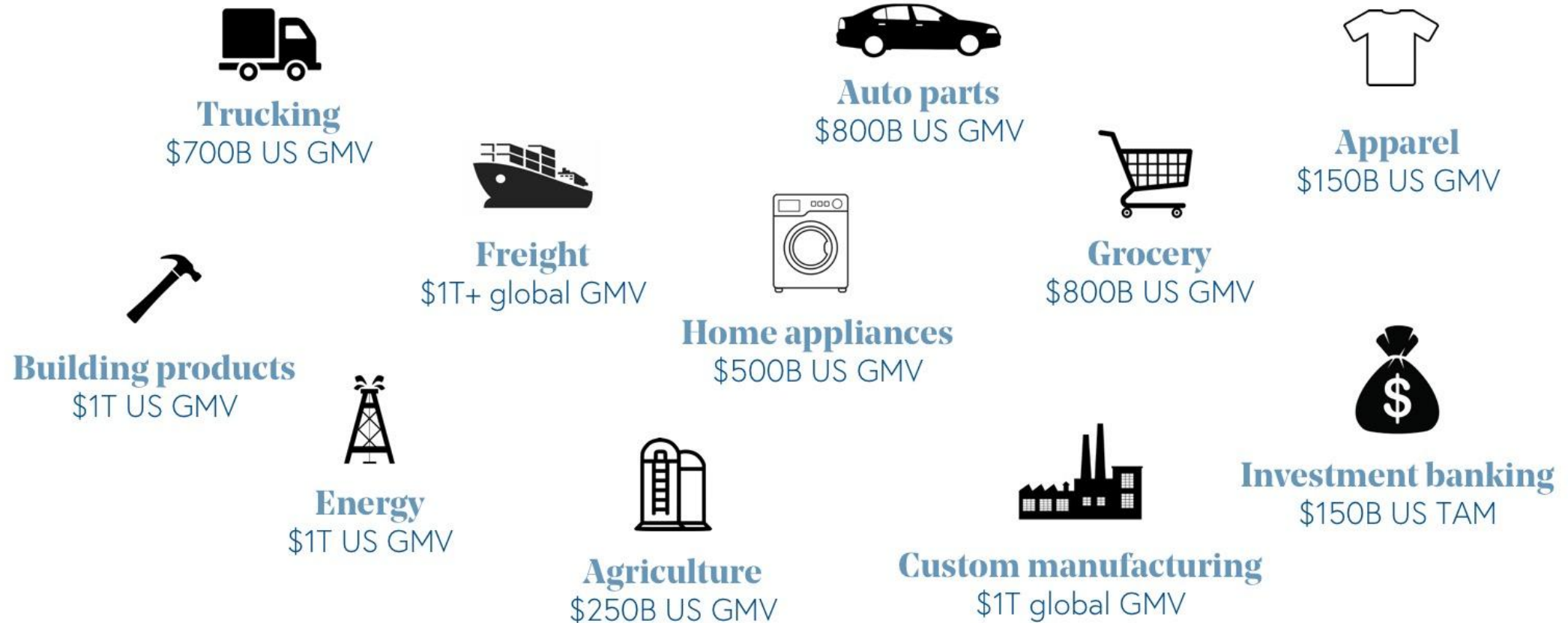
B2B online sales, Billion \$



Source: "Online marketplace payments to hit USD \$8.7 trillion by 2025", Finextra. 28 April 2021

Non-marketplace sales ¹
 Marketplace sales
 X
% Marketplace Share

B2B marketplaces in vertical industries



B2B Examples



HoReCa



Industrials

AIRBUS

Independent
retailers

ankorstore

Automotive



Building technologies



Lifesciences

ThermoFisher
SCIENTIFIC

What are the similarities?



Clear strategy



Contact points/channels



Trust and credibility



Customer centric



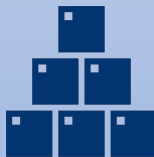
Metrics



End user



Digital/personal
experience



Offerings



Create value



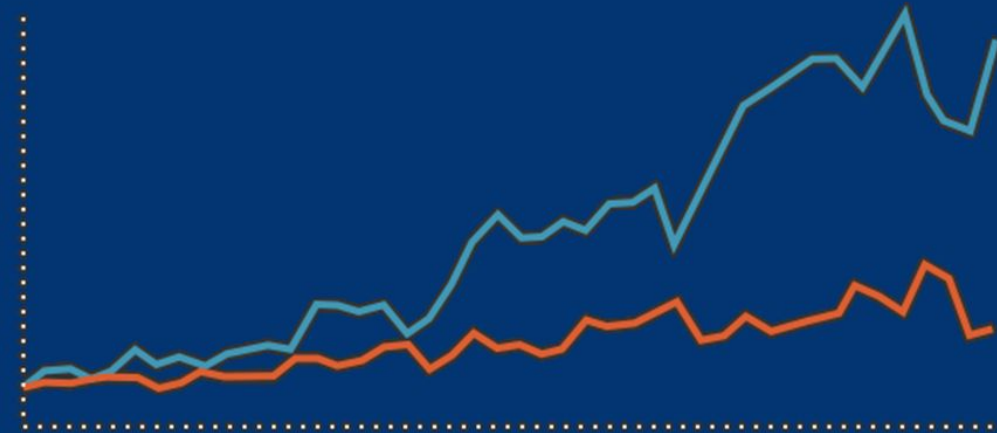
What are the differences?





AOV

The game: B2C vs. B2B



[Actual sales for B2C vs. B2B between 2012 - 2016 for 3,000+ decorators]

B2C - Business to Consumer

19.8%

Average order value: **\$58.05**

B2B - Business to Business

80.2%

Average order value: **\$453.66**





Target audience

Product
management

Decision making

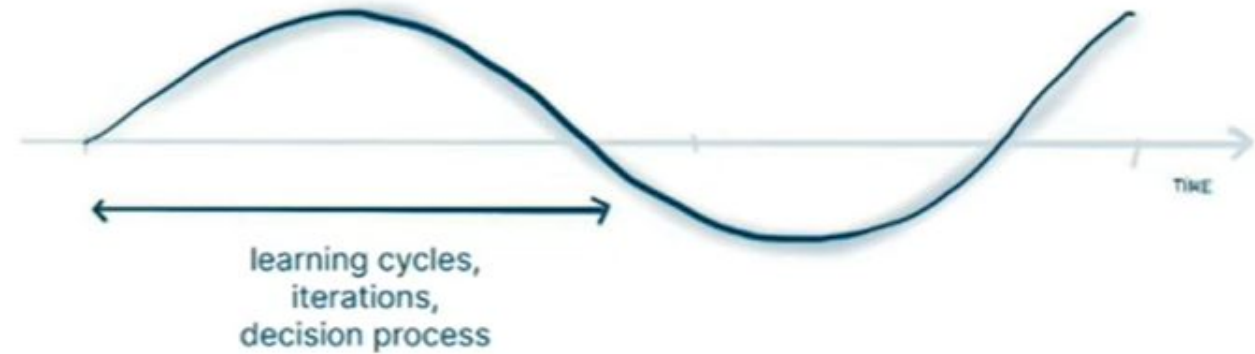
Relationship



B2C



B2B





Group purchasing



PIN DUO DUO

Together More Savings More Fun





Lack of Product information

Share product information

Toys

Collectors

Mode et accessoires


Maison et cadeaux

Manga et anime

Jeux & Puzzles

Hot Deals

Jeux de construction > Pokémon > Pokémon jeu de construction Mega Construx Wonder Builders Pikachu 10 cm



Pokémon jeu de construction
Mega Construx Wonder
Builders Pikachu 10 cm
Jeu de construction Pokémon

- Jeu de construction "Mega Construx"
- Âges: 7+
- Nombre de pièces: 211

Remarque importante : en raison de la demande importante pour ce modèle, il est probable que les quantités soient allouées par le fabricant.

Signaler un bug

Télécharger les images

EN STOCK

Prix **17,75 €**
Prix normal: 17,75 €

Quantité

Ajouter au panier

Référence	MATTGMD31
Poids du produit :	248 g
Colisage :	5
Code EAN :	887961852233
HS Code	95030035
Type d'emballage :	Carton
PVP suggéré	27,99 €
Plus de : Mattel - Pokémon	





How to use product information

Make your data more valuable and reliable

Maykers

Search by article, brand, EAN or MPN

Menu View our assortment

Parts finder Find machine parts

My fleet Manage machines

Well-known brands Easily find a brand

Parts finder > John-deere 2100

Parts for John-deere 2100 + Save

More machines

Let us know what you think! [Give feedback](#)

Tractor & vehicle parts (7) 7 results Sort on **Relevance**

Brand (4)

- ☐ Vapormatic (3)
- ☐ Zetor (2)
- ☐ MANN-FILTER (1)
- ☐ Donaldson (1)

Discount

- ☐ Yes (2)

Price

Donaldson
Air Filter P772579
EAN: 0742330048214
MPN: P772579
2 sellers
from 194,22 kr.
Excl. VAT

Vapormatic
Oil filter
EAN: 5035776942150
MPN: VPD5015
78,00 kr.
Excl. VAT





Zetor
Radiator cap Zetor
MPN: 972501
140,20 kr.
Excl. VAT





MANN-FILTER
Air filter element
EAN: 4011558017361
MPN: C142102
271,00 kr.
Excl. VAT



Product specific information

Provide in-depth information

Maykers Search by article, brand, EAN or MPN     [Sign up](#) [Log in](#)


Menu View our assortment  **Parts finder** Find machine parts  **My fleet** Manage machines  **Well-known brands** Easily find a brand 

Home > Tractor & vehicle parts > Machine electrics > Machine lighting

Headlight LED, round, 177xKramp






Brand [Kramp](#)



EAN 8719607147712 MPN LA80025



Select variant



Length [mm]


 **Kramp Danmark**   [CHAT](#)  +4596808300 


 


661,60 kr.
per unit
(827,00 kr. Incl. VAT)

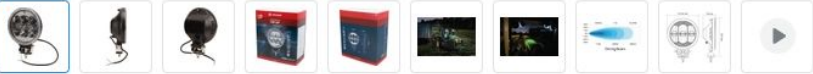
In stock

 **Order before Monday 18:00, delivered on Tuesday**  **+0,00 kr. shipping**

No extra shipping cost based on cart 


 **Free pickup available**



 **Add deal to cart**



Product type	Light
Lamp / position type	Front light
Mounting position	Right
Suitable for	Universal, Tractor, Truck, Construction vehicle
Outlet port diameter [mm]	140

Questions about this product?

 **Kramp Support**
Kramp Danmark

 [CHAT](#)  [CALL +4596808300](#)





%

Payment methods and VAT

Transparency

Maykers
Search by article, brand, EAN or MPN

Menu
View our assortment

Parts finder
Find machine parts




My fleet
Manage machines

Well-known brands
Easily find a brand

Brand **Donaldson**
EAN 0742330048214 MPN P772579

Inner diameter [mm] 81
Outer diameter [mm] 140.5

Sort on **Recommended**



Filter type	Filter insert
Medium	Air
Shape	Cylindrical
Efficiency [%]	99,9
Outlet port diameter [mm]	140,5

Kramp Danmark
★ 4.2 CHAT +4596808300
- 1 +
In stock
Order before Monday 18:00, delivered on Tuesday
No extra shipping cost based on cart
Free pickup available
Add deal to cart
252,00 kr.
per unit
(315,00 kr. Incl. VAT)

Filter for Farmer
★ 5.0 CHAT +31 38 4773800
- 1 +
In stock
Delivery in 2 to 4 business days
194,22 kr.
per unit
(194,22 kr. Incl. VAT)



Segmentation of customers



Pricing

Download the app to unlock exclusive offers and even bigger deals

ManoMano Who are we

Look for a product, brand or some advice

Menu Water saving Saving energy Inspiration Best sellers Great deals Central Heating Radiators Chairs, benches & stools

Hello Sign in

I am an individual Access my account

I am a Professional Get access to Pro prices

Good times at home

SPECIAL OFFERS

Savings for cosy season

Promo Offer **UP TO 20% OFF** tools and supplies

Special Offers **GREAT DEALS** with free delivery

Our top selection

Lots of products put together for you



63% prefer traditional purchasing arrangements, such as contract-based purchases or direct purchases, to B2B marketplaces.




Pricing

Personal discounts and quotes

Navigation: Toys, Collectors, Mode et accessoires, Maison et cadeaux, Manga et anime, Jeux & Puzzles, Hot Deals

Logos: ULTIMATE GUARD, MAGIC, YUGIOH!, Funko, WETA WORKSHOP, GOOD SMILE COMPANY, Hot Toys, KOTOBUKIYA, McFARLANE TOYS, TAMASHI NATIONS

Jeux de construction > Pokémon > Pokémon jeu de construction Mega Construx Wonder Builders Pikachu 10 cm



MATTEL

Pokémon jeu de construction Mega Construx Wonder Builders Pikachu 10 cm jeux de construction Pokémon

- Jeu de construction "Mega Construx"
- Âges: 7+
- Nombre de pièces: 211

Remarque importante : en raison de la demande importante pour ce modèle, il est probable que les quantités soient allouées par le fabricant.

EN STOCK

Prix: **17,75 €**
Prix normal: 17,75 €

Quantité:

[Ajouter au panier](#)


Référence: MATTGMD31
Poids du produit: 248 g
Colisage: 5
Code EAN: 887961852233
HS Code: 95030035
Type d'emballage: Carton
PVP suggéré: 27,99 €
Plus de: Mattel - Pokémon

TOYOTA

TOYOTA MATERIAL HANDLING INTERNATIONAL

PRODUCTS | SOLUTIONS | SERVICES | KM

Home Page / Products / Towing Tractors / 2TG/TD-Series / Toyota Towing Tractor Diesel 2.0t Drawbar M/T



2TG/D
Toyota Towing Tractor Diesel 2.0t draw M/T
Model ID: 2TD20

[ADD TO QUOTE](#) [WHERE TO BUY](#)

[Compare](#)

[Download Data Sheet](#)

[Description](#) [Technical Specification](#)





Channel conflict

Dealer inclusive model

Maykers Search by article, brand, EAN or MPN


DEALER Roskilde, Danmark

Home > Sivertsen A/S >

Disposable overalls, size M

Brand **3M**

EAN 936429384793 MPN AB3434-2323



Select variant

Clothing size
M

Colour
White

Shovels 'n Dirt 4.7

Best price in your region

- 24 +

72 in stock
Sold in increments of 24 units

10,00 kr.
12 kr. per unit
(12,50 kr. Incl. VAT)

Delivery in 2 to 4 business days
Free shipping over 750 kr.
Free pickup in store available

+10 kr. shipping

Service by

DEALER CHAT 012-3456789

Get from Shovels 'n Dirt

Clothing size	M
Colour	White
ISO Standard	CE-Category 3 Type 5/6
Composition of material	SMS
Material	Other



B2C and B2B marketplaces

What are the differences?

And what not?



BERKHOF DIGITAL

MARKETPLACE AND PLATFORM DEVELOPMENT

Questions



Thank you!



BERKHOF DIGITAL

MARKETPLACE AND PLATFORM DEVELOPMENT

fabian@berkhofdigital.com

+31642746940