

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

blokker.

Intertoys

A.S. Watson Benelux

**LOUWMAN
GROUP**

Maykers®

B2B

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



The marketplace landscape is evolving



B2C

Marketplaces

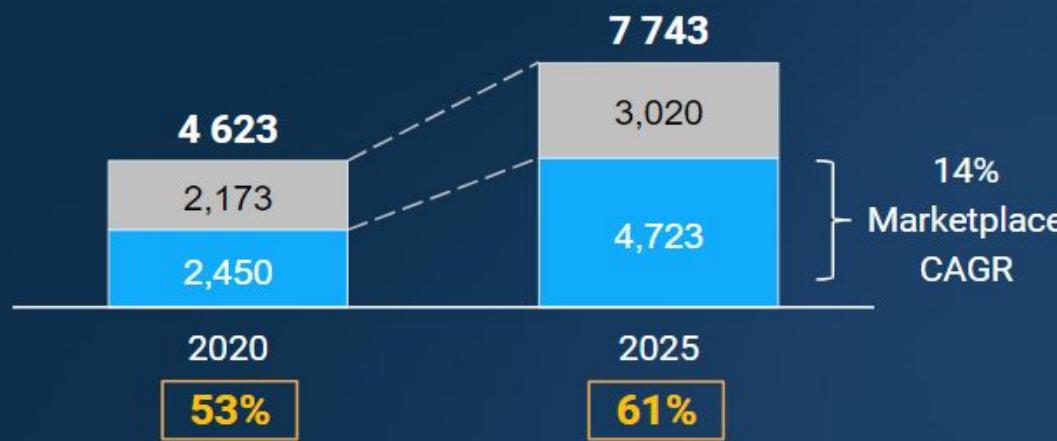
- Tools for consumers
- Refined over the years
- Central role in the modern economy
- Fulfilling every need

Uber

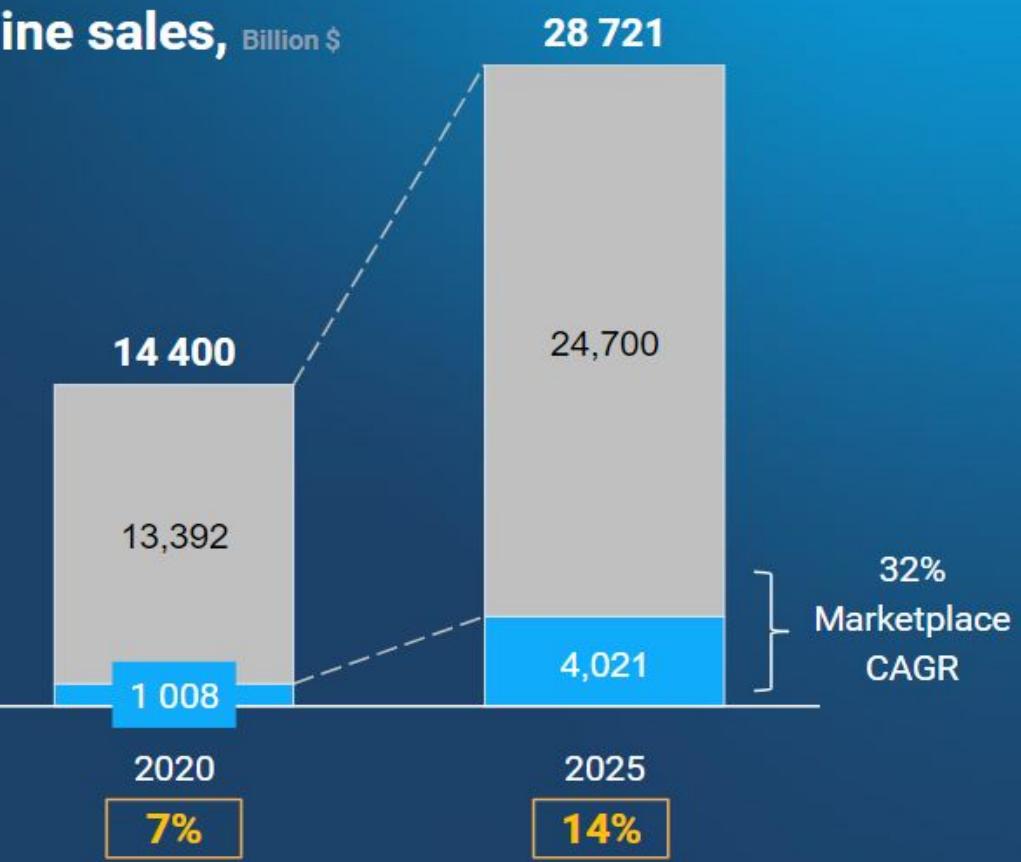


Growth Expectations

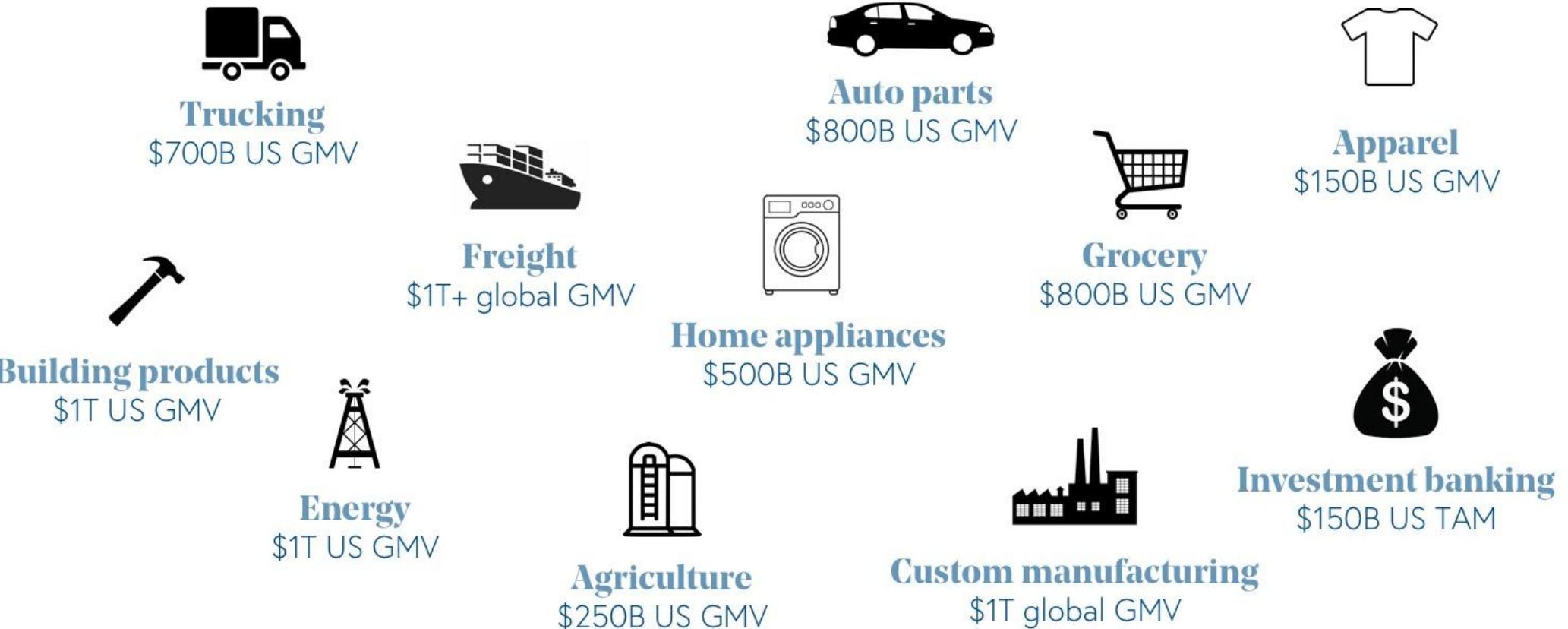
B2C online sales, Billion \$



B2B online sales, Billion \$



B2B marketplaces in vertical industries



B2B Examples

Automotive



Building technologies



HoReCa



Independent
retailers

ankorstore

Industrials

AIRBUS

Lifesciences

ThermoFisher
SCIENTIFIC

What are the similarities?



Clear strategy



Contact points/channels



Trust and credibility



Customer centric



Metrics



End user



Digital/personal
experience



Offerings

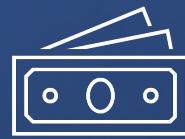


Create value

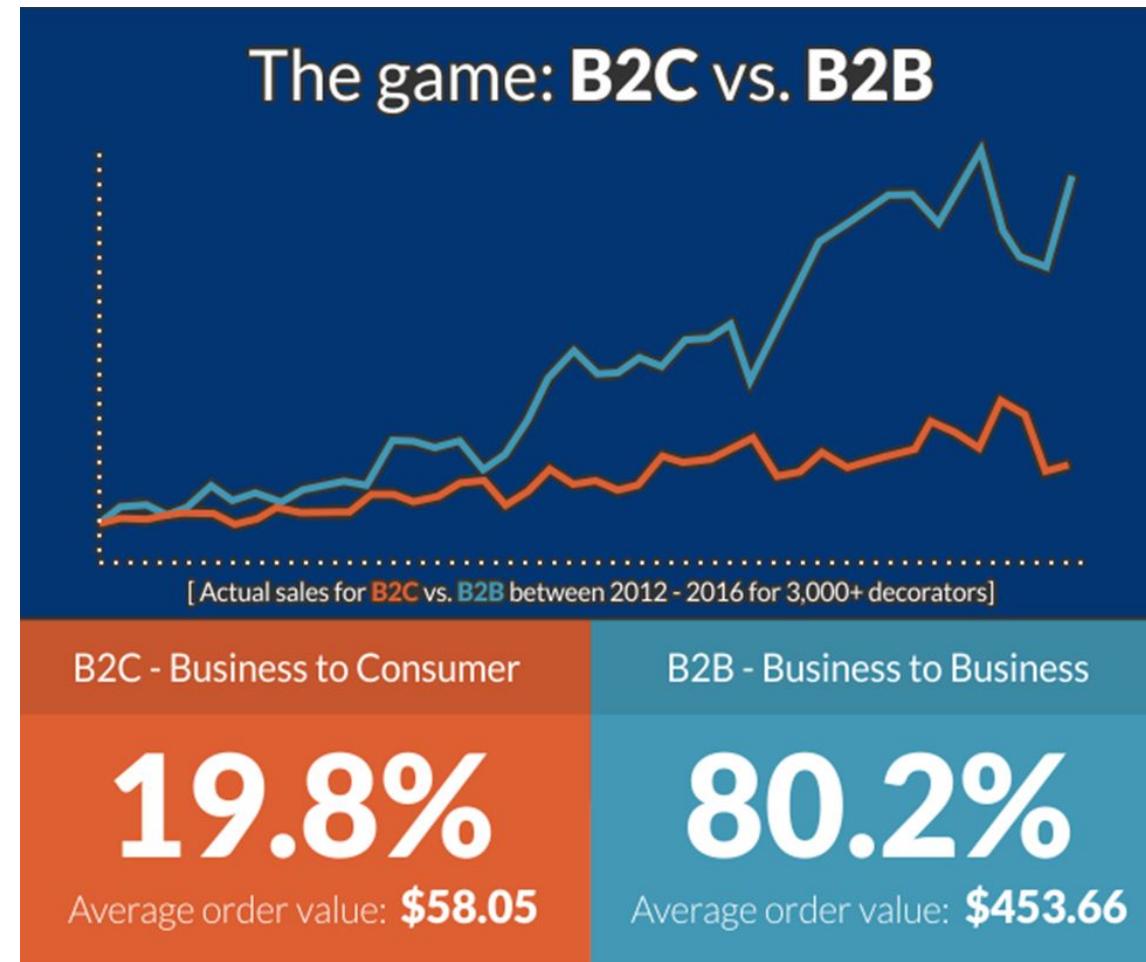


What are the differences?

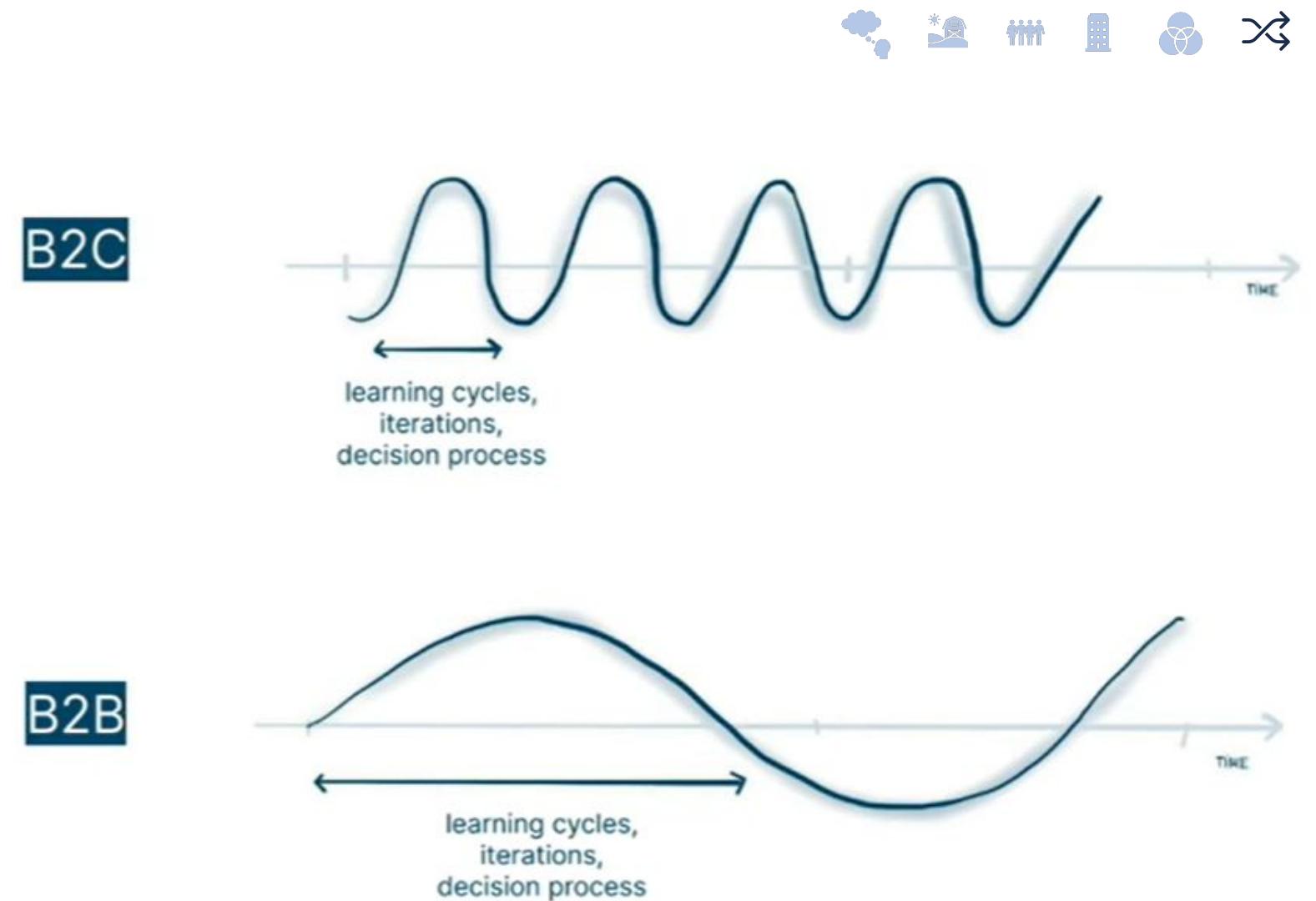




AOV



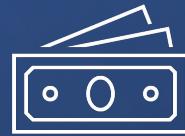
-  Target audience
- Product management
- Decision making
- Relationship





PIN DUO DUO

Together More Savings More Fun



Group purchasing



Lack of Product information



Share product information

EN STOCK

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

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.

Signaler un bug

Télécharger les images

Share product information

ULTIMATE GUARD MAGIC THE GATHERING YU-GI-OH! TRADING CARD GAME Funko WETA WORKSHOP GOOD SMILE COMPANY HOT TOYS KOTOBUKIYA McFARLANE TOYS TAMASHII NATIONS





How to use product information

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

from 194,22 kr. Excl. VAT

78,00 kr. Excl. VAT

140,20 kr. Excl. VAT

271,00 kr. Excl. VAT

Product Details

- Donaldson Air Filter P772579**
EAN: 0742330048214
MPN: P772579
2 sellers
- Vapormatic Oil filter**
EAN: 5035776942150
MPN: VPD5015
- Zetor Radiator cap Zetor**
MPN: 972501
- MANN-FILTER Air filter element**
EAN: 4011558017361
MPN: C142102



Provide in-depth information

Maykers

Search by article, brand, EAN or MPN



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Log in

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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]

177



Product specific information

Product type

Light

Lamp / position type

Front light

Mounting position

Right

Suitable for

Universal, Tractor, Truck, Construction vehicle

Output port diameter [mm]

140 L

Kramp Danmark
★ 4.2 CHAT +4596808300



661,60 kr.

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

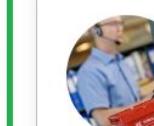
- 1 +

In stock

Order before Monday 18:00, delivered on
Tuesday ⓘ
No extra shipping cost based on cart ⓘ

Free pickup available

Add deal to cart



Questions about this product?

Kramp Support

Kramp Danmark

CHAT CALL +4596808300





Payment methods and VAT

Transparency

Maykers

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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**



Kramp Danmark
★ 4.2 CHAT +4596808300

252,00 kr.
per unit
(315,00 kr. Incl. VAT)

Order before Monday 18:00, delivered on Tuesday
No extra shipping cost based on cart
Free pickup available

Add deal to cart

Filter for Farmer
★ 5.0 CHAT +3138 4773800

194,22 kr.
per unit
(194,22 kr. Incl. VAT)

Delivery in 2 to 4 business days
+122,00 kr. shipping

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



Segmentation of customers

Download the app to unlock exclusive offers and even bigger deals

The image shows the homepage of the ManoMano website. At the top, there is a navigation bar with the ManoMano logo, a search bar, and a 'Hello Sign in' button. Below the navigation bar, there are several promotional sections: 'Good times at home' with 'SPECIAL OFFERS' and 'Savings for cosy season', 'Our top selection' with a 'Lots of products put together for you' message, and a 'Central Heating Radiators' section. On the right side, there is a 'Chairs, benches & stools' section with a green arrow pointing to it. Below this, there are two options: 'I am an individual' (with a green arrow pointing to it) and 'I am a Professional'. There are also promotional banners for 'UP TO 20% OFF tools and supplies' and 'GREAT DEALS with free delivery'. The bottom right corner features a small image of a person working on a ladder.

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

Good times at home

SPECIAL OFFERS Savings for cosy season

Our top selection

Lots of products put together for you

Central Heating Radiators

Chairs, benches & stools

I am an individual Access my account

I am a Professional Get access to Pro prices

Promo Offer

UP TO 20% OFF tools and supplies

Special Offers

GREAT DEALS with free delivery



Pricing



Pricing



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

Personal discounts and quotes

EN STOCK

17,75 €
Prix normal: 17,75 €

Prix

Quantité 1

Ajouter au panier

MATTEL

Pokémon jeu de construction
Mega Construx Wonder Builders Pikachu 10 cm

Jeux de construction Pokémon

- Jeu de construction "Mega Construx"
- Âges: 7+
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Remarque importante : en raison de la demande importante pour ce modèle, il est probable que les quantités soient allouées par le fabricant.

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Plus de Mattel - Pokémon

TOYOTA

TOYOTA MATERIAL HANDLING INTERNATIONAL

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

PRODUCTS | SOLUTIONS | SERVICES | K



2TG/D

Toyota Towing Tractor Diesel 2.0t drawbar 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

20% 10,00 kr. 12 kr. per unit (12,50 kr. incl. VAT)

Delivery in 2 to 4 business days Free shipping over 750 kr. +10 kr. shipping

Free pickup in store available

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?



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Questions



Thank you!



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