

30th
always fair

CONVENTION
September 7th 2019





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Export manager

Cooperation and Communication: How to build value



Online B2B Platform

Why did we choose it?

COOPERATION

Meeting
retailers' day-to-
day business
needs

COMMUNICATION

Making our
commercial offer
easily accessible



B2B Platform

**Structuring ideas
in a disorienting market,
where consumption habits are
constantly changing and unpredictable**



**B2B Platform
is an operational tool created to
optimize
our commercial offer**





Explore Fair Line's world and make your pick among our wide selection of the finest 14k gold jewelry!



HEADQUARTERS

 Via PALAZZO, 48/C - 20051 Cesano (MI) Italy
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 Email: info@fairline.it



MY ACCOUNT

[My Account](#)
[Orders](#)
[Personal Info](#)
[Addresses](#)

INFORMATIONS

[About Us](#)
[Help Center](#)
[Privacy](#)



categories

filters

The screenshot displays the FOOD LINE website interface. At the top left, the logo features a stylized bird above the text "FOOD LINE". Navigation links for "HOME", "PRODUCTS", and "CONTACT" are visible. A search bar and a user account icon are on the right. A horizontal bar below the navigation contains the text "VIEW | PRODUCTS | MAGAZINE | HELP".

The main content area is divided into two sections. On the left is a vertical navigation menu with two sections circled in yellow. The top section, labeled "categories", lists various jewelry types such as "Rings", "Necklaces", "Bracelets", "Earrings", and "Watches". The bottom section, labeled "filters", lists attributes like "Weight", "Color", "Material", and "Brand".

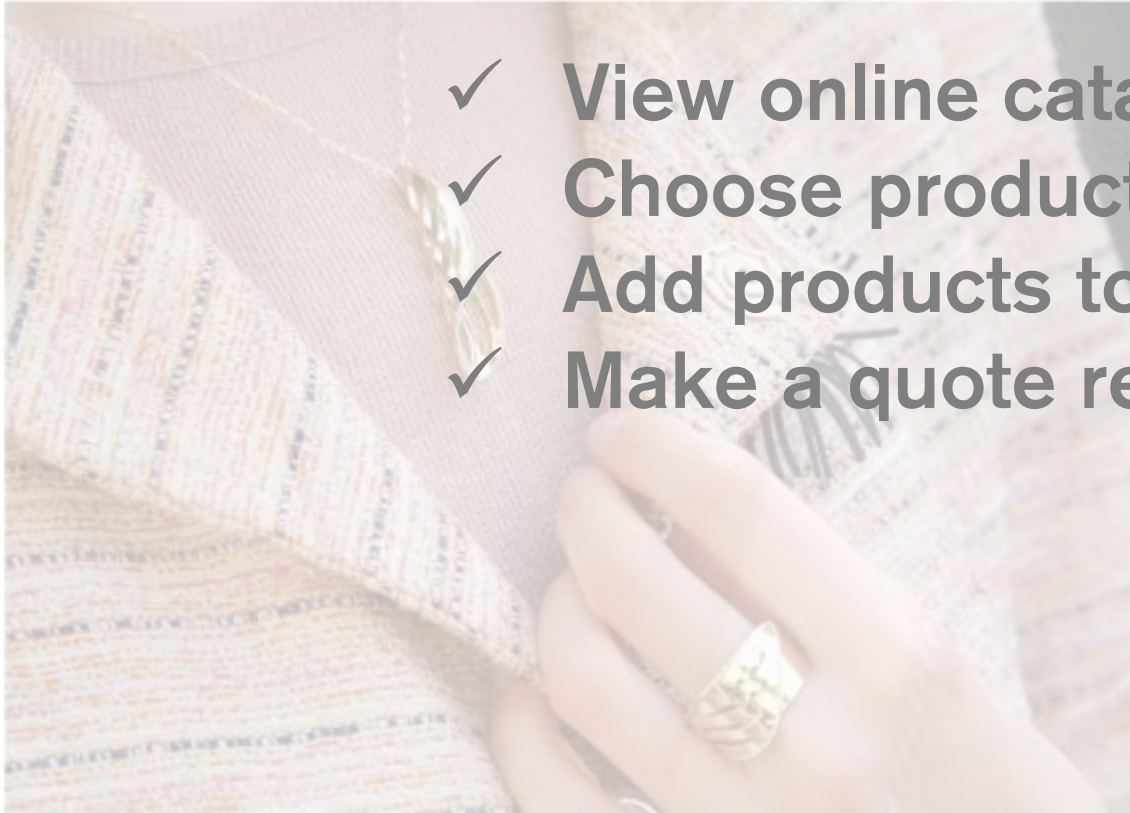
The right side of the page shows a grid of jewelry products. Each product is represented by a small image and a text box containing its reference number and weight. For example, one product has a reference of "ST000001" and a weight of "3.50 gr". Below the grid, there are three larger product images arranged horizontally.



HOME PRODUCTS CONTACT

What can users do?

- ✓ View online catalogue
- ✓ Choose products
- ✓ Add products to cart
- ✓ Make a quote request



Explore Fair Line's world and make your purchase among our wide selection of 14k gold jewelry!



EASY-TO-USE TOOL

1. SIMPLIFIED LOGISTICS
2. JUST IN TIME ORDERS
3. ALWAYS AVAILABLE CATALOGUE
4. QUICK PRODUCT SEARCH
5. FAST RE-ORDERS



Suppliers

Our strength is the
accurate selection of

Suppliers



expertise



trustworthiness



reliability



Suppliers

How?

COOPERATION

Team work

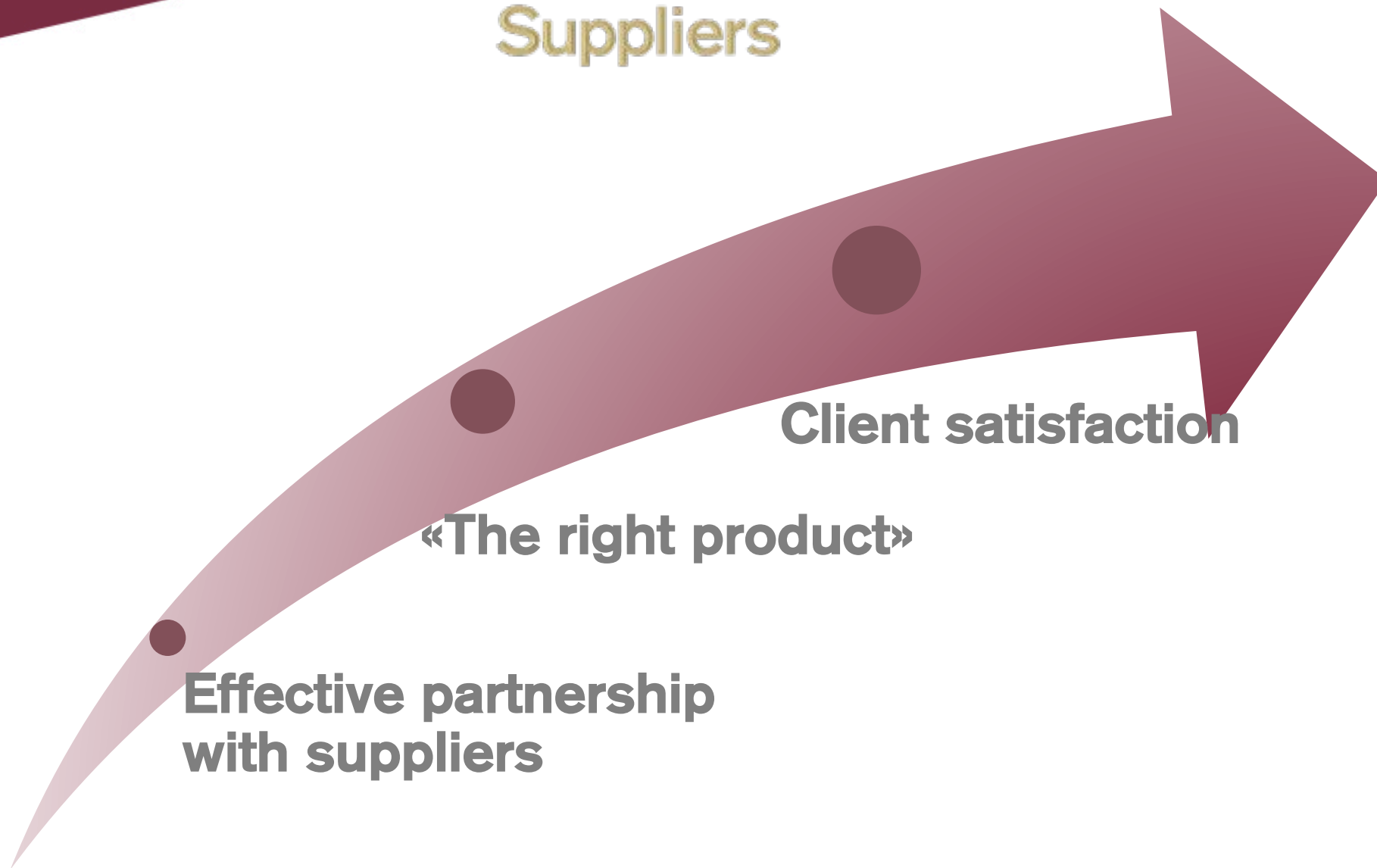
COMMUNICATION

Brainstorming
Intellectual
honesty



30th

Suppliers



30th



Product

Product
is the centre of our
strategy



INPUT

- Long-term market experience
- Trends
- Web
- **Clients**



The importance of Clients' inputs

- THE CLIENT IS PART OF OUR WORK TEAM

COOPERATION

COMMUNICATION

- MARKET AND CONSUMER ANALYSIS
- TREND AND PRODUCT ANALYSIS



30th



Product

Product
is the centre of our
strategy

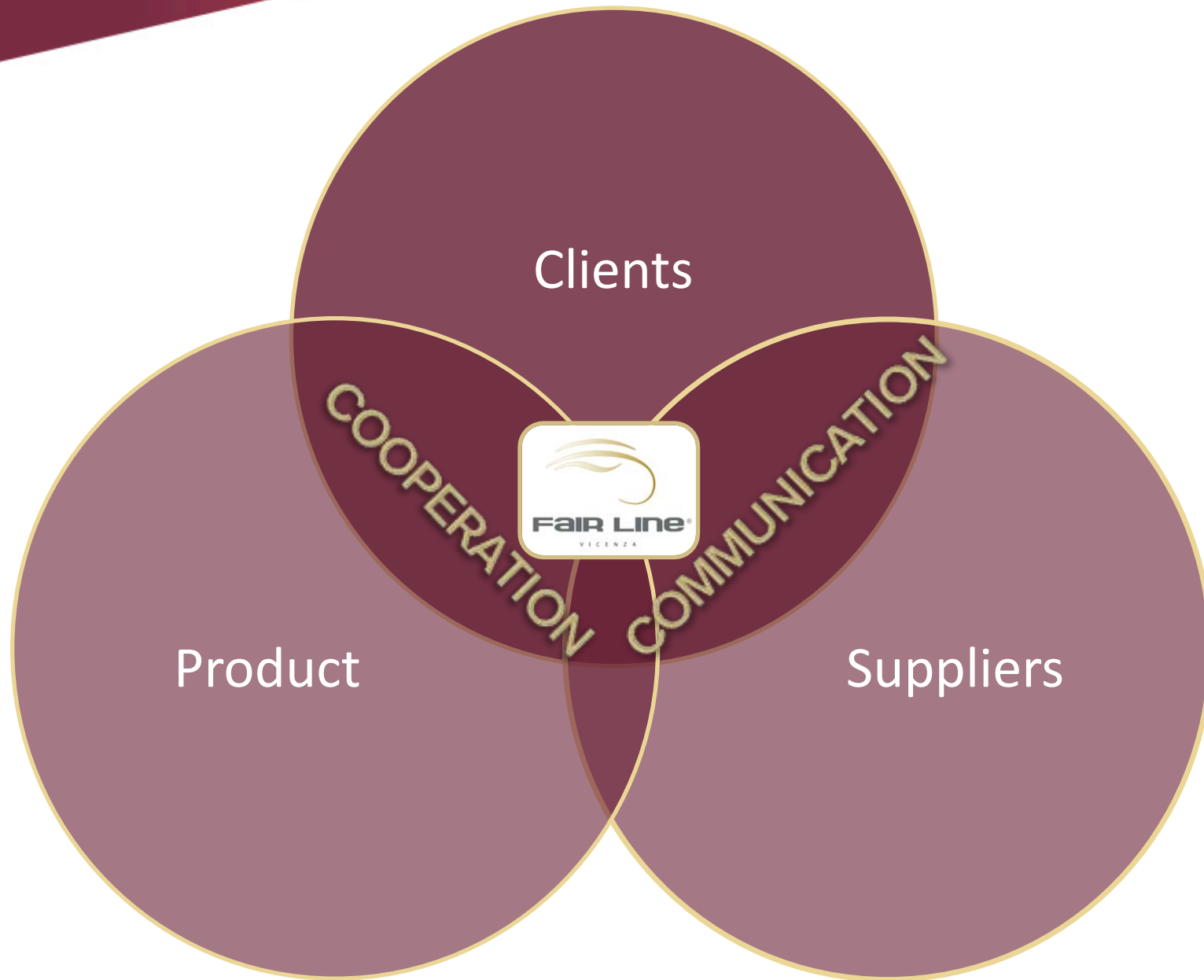


OUTPUT

- «Neat and workmanlike»
- Up-to-date
- Flexible customization



30th



1. USE ONLINE B2B PLATFORM
2. CONTINUE TO COMMUNICATE BETWEEN US
3. CONTINUE TO BUILD THE PRODUCT AND SHARE KNOWLEDGE

