

How B2B Manufacturers Can Go D2C Without Compromising Resellers



Introduction

Compared to B2C and distribution/wholesale in B2B, manufacturers have lost time when it comes to embracing digital commerce.

However, offering customers the convenience of online purchasing options is no longer a nice-to-have.

D2C is a gateway to new digital sales opportunities that have already proven

their worth in many industries. They allow manufacturers to establish direct communication with the end customer. This not only drives revenue, but also provides valuable customer and product insights.

Going D2C can be achieved by leveraging the power of dealers and resellers who will act as merchants on your platform.

Value Proposition & Advantages



Maintain, curate and enforce a consistent brand experience and quality standards by controlling your entire catalog and product information.



Provide a tailored customer journey that serves complex B2B needs. This includes merchandise re-stocking, resulting in fewer out-of-stock situations, and implementing site search across numerous inventory sources.



Increase revenue by gaining access to more customers in new locations and adjacent industries.



Access more distributors and dealers with complementary inventory to **increase product offering** and **spread risk**.



Increase access to customer and product insights, including specific buyer needs, how products are used, and which products are purchased together.



Offset fluctuations in existing channels, such as localized store closures or limited on-site inventory by offering alternative channels.



Attract more customers by promoting additional service offerings delivered through the resellers on your platform.



Increase customer convenience by allowing customers to purchase online and see, test and pick up the product in-store.

Modern Challenges for B2B Manufacturing

You can split the challenges that manufacturers currently face into two camps: the obstacles encountered while attempting to go D2C and potential channel conflict.

D2C Obstacles

Logistics: Most manufacturers don't have the logistics set-up to ship single quantities of products directly to a customer and would benefit from both the marketplace model and going D2C.

Marketing: Manufacturers usually don't have strong marketing activities in place and so they tend to struggle in the beginning.

Customer Service: Having direct access to your customers means having to solve their queries and complaints.

Channel Conflicts

Fear of Exclusion: Most dealer networks will be actively opposed to manufacturers going D2C as they see it as 'cutting out the middleman'.

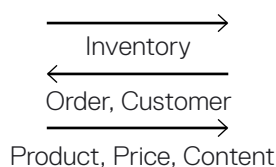
Competition: The challenge lies in convincing your dealer network that you are not competing but simply adding new sales channels alongside the existing ones.

Sale Support Services: Most manufacturers don't have the infrastructure or processes for return management or other after sale support services.

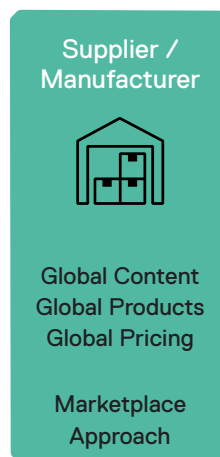
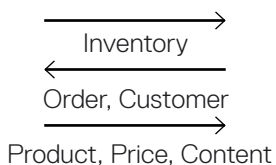
General Setup

You can launch a manufacturer marketplace by creating a D2C platform which is structured like a regular marketplace. How?

- ◆ Invite your resellers to sign up as merchants in your manufacturer marketplace.



- ◆ The resellers have access to a back office where they can manage their products, inventory, pricing and promotions, and fulfill orders associated with their business.





Spryker's Fully Integrated B2B & B2C Marketplace Capabilities

Spryker Cloud Commerce OS is the **first e-commerce platform with fully integrated Enterprise Marketplace capabilities**.

While building the Marketplace, Spryker developers ensured a consistent user experience for the end customer, third-party merchants and marketplace operators - resulting in a seamless buying experience.

A single platform and infrastructure avoids complex integration and licensing issues that often arise when a marketplace is built on different e-commerce platforms. This means that our existing customers can effortlessly upgrade and extend their Spryker shop with marketplace functionalities. What's more, you can add a Spryker marketplace solution to your existing e-commerce platform, even if it's with a different provider.

Extensive new capabilities ensure that all the needs of running a marketplace are met, such as additional back office functionalities, a brand new merchant portal or well-arranged shop integrations.

With unlimited options for customizing your marketplace exactly how you want it, Spryker is the perfect partner for your business's future success.

Industry Example

Car Manufacturers

By operating a D2C marketplace with your dealerships as merchants, **a customer could seamlessly go from researching which car they want on your website, to purchasing it immediately via your marketplace interface** - your dealership would fulfill the order, taking care of the inventory and delivery, but you gain direct access to your customer, and with that, a chance to nurture a life-long relationship through your marketing activities.

With a marketplace model, your customer would also have the option to choose 'Buy Online, Pick Up in Store' (BOPIS), giving them the flexibility to test-drive the car at a dealership for added peace of mind.

