



idee+spiel®

Europe's largest association in the toy retail trade

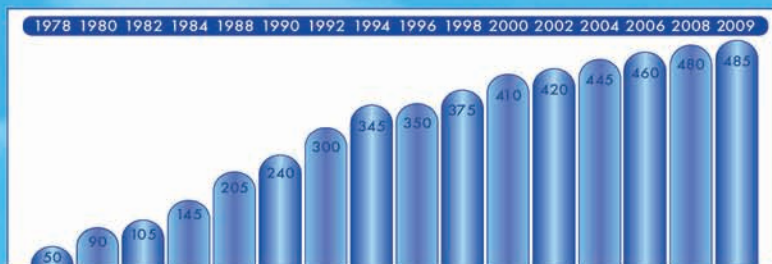
欧洲最大的玩具行会



...No. 1!

idee+spiel – No. 1 in Europe!

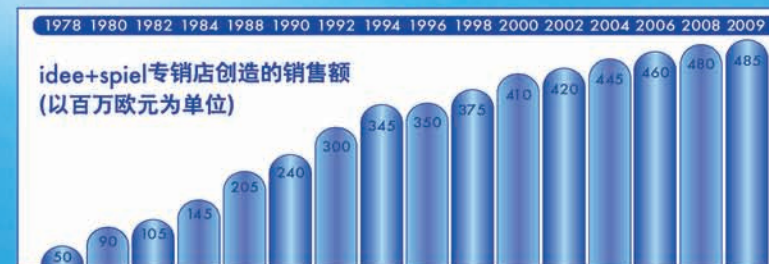
idee+spiel is a modern buying and marketing association specialized in toys, model hobby and video games. The development of the idee+spiel group is unparalleled in the toy business. In 1977, idee+spiel was founded by 33 retailers in order to be more successful in competition. Today, more than 800 members with over 1,000 retail shops in six European countries belong to the idee+spiel group. Thus, idee+spiel is the leading toy association with the largest turnover in Europe. One of the fastest growing services idee+spiel offers are joint imports, especially from Asia.



idee+spiel grows year after year and gains important market shares.

idee+spiel – 欧洲第一大玩具行会!

idee+spiel 是一个现代化的采购和营销联盟，专门从事玩具、模型和电视游戏的进口和销售业务，idee+spiel 的发展在玩具行业内绝无仅有。为了在竞争中取得更大的成就，33家零售商于1977年共同创建了 idee+spiel 联盟。今天，本联盟已拥有800多名会员，属下的专业经销店逾1000多家，分布在6个欧洲国家。由此使idee+spiel 成为欧洲玩具专业贸易领域内最大的和销售额最高的联盟。尤其是联合起来从亚洲进口商品属于我们增长最快的业务之列。



idee+spiel 的销售额逐年增长，并赢得了可贵的市场份额。





... No. 1!

No. 1 for generalists and specialists

在多面手和 专家中名列第一

idee+spiel®

www.ideeundspiel.com

... No. 1 for good toy stores!

Current product ranges, strong own brands, favourable purchase prices, profitable direct imports, professional marketing and efficient consulting services are the main components of the services rendered by Europe's largest consolidation of independent toy retail stores.

...第一上等玩具店!

最新产品, 强大的自有品牌, 优惠的采购价格, 有利可图的直接进口, 专业化的市场营销和高效的咨询服务是欧洲最大的独立玩具零售商联盟的主要服务项目。

EUROTRAIN®

www.eurotrain.com

... No. 1 worldwide for good model railway stores!

Nobody sells more model railways and accessories than EUROTRAIN. We closely cooperate with all of the well-known brand manufacturers and, week after week, offer exceptional exclusive products which are only available at the EUROTRAIN stores. We are also experts in model railway marketing.

...全球第一火车模型店!

EUROTRAIN销售的火车模型和配件量居世界第一。我们与所有著名品牌制造商紧密合作, 日复一日, 独家提供别具一格的精选产品。我们也是火车模型营销方面的专家。



HOBBYTEC®

www.hobbytec.com

... No. 1 for good model building specialist stores!

Building models of airplanes, ships, and vehicles is a very popular hobby in Europe. The HOBBYTEC retailers are professionals in this field. They buy large quantities through the association and do joint marketing. Therefore, HOBBYTEC stores have been more successful for many years!

...第一上等模型制作专业店!

在欧洲, 制作飞机、轮船和汽车模型是一项十分流行的业余爱好。HOBBYTEC的零售商是这一领域内的行家。他们通过行会采购大量产品并且联合展开市场营销活动。所以, 多年来, HOBBYTEC销售店的经营十分成功!



AUTODROM®

www.autodrom.de

... No. 1 for good model car stores!

With AUTODROM small cars become big hits. Model car enthusiasts know that they will not find a wider range anywhere. AUTODROM regularly has exclusive models made in limited editions, thus making the dreams of retailers and collectors come true.

...第一上等模型汽车专业店!

AUTODROM使小小的汽车成为最好的抢手货。模型汽车迷知道在任何别处都无法找到范围如此广泛的产品。AUTODROM常常拥有限量生产的精选模型, 能让零售商和收藏家梦想成真。



McMEDIA®

www.mcmmedia.de

... No. 1 for good game stores!

Most of the independent video game stores are McMEDIA members because we know which games will be played tomorrow. McMEDIA stores buy in bulk and have the benefit of special marketing services which are unrivaled in the games sector.

...第一上等游戏店!

大多数独立的电视游戏店都是McMEDIA的会员, 因为我们知道未来将流行什么游戏。McMEDIA商店大量采购并受益于特殊的营销服务, 这种营销服务在游戏领域内无与伦比。



SMARTOYS®

www.smarttoys.net

... No. 1 for stores specialized in quality toys!

High product quality, educational toys and excellent expert advice are characteristic features of the smARTToys stores. We support our member firms with sophisticated ranges, high-quality catalogues and brochures as well as Internet advertising in order to make them even more successful.

...第一高品质玩具专业店!

smARTToys玩具店的特长是提供高质量产品、教育玩具和优秀的专家建议。为使我们的成员公司更加成功, 我们为他们提供高档的产品、高质量的产品目录和介绍册, 以及因特网广告宣传。





Joint bulk buying

The problem:

Hardly any toy retailer in Europe is able to accept the large order quantities demanded by Asian manufactures, to import by the container load and thus carry out the complicated logistical handling.

The solution:

Over 800 medium-sized retailers place their individual orders with idee+spiel, and everything else is dealt with centrally. idee+spiel's experts take over the entire control and logistics, all the way from market analysis and product searches in Asia to bundling individual orders together into one huge order which covers packaging design, quality control, shipping, customs clearance, delivery and invoicing. In this way, just by accepting one packaging unit, each retailer can easily achieve excellent purchasing prices and profit margins, which only bulk buyers or groups importing by the container load can normally achieve. The simple but brilliant idea of bundling orders and offering central handling forms the basis for idee+spiel's joint exports which are exceptionally lucrative for all members.

结成采购大军

存在问题:

事实上, 欧洲还没有一个玩具经销商有能力下达符合亚洲制造商要求的大宗订单, 然后以集装箱的方式进口, 并在整个采购中理顺复杂的物流程序。

解决方法:

800多位中小型专业经销商可以根据自己的具体需求及时向idee+spiel联盟订货。而idee+spiel联盟的专家则负责总体协调和物流程序, 包括从市场分析, 到去亚洲寻找产品再到将各个小型订单汇总成一个大订单, 并负责制定包装要求和质量监控、装船、报关、发货和结算。由此, 各经销商无需自己破费, 即使只订购一个包装单元也能获得否则只有大型集装箱进口商和康采恩才能获得的采购良机 and 优惠的成本加价。我们以这种富有创意的共同订购和总经办方式为基础来从事无可比拟的、使所有成员都有利可图的idee+spiel联合进口业务。

The idee+spiel assortment experts jointly have over 100 years of experience in the toy business. They visit the world's important trade fairs in order to find the best products.

在玩具行业内, idee+spiel的专家们共同拥有100多年的经验, 他们到世界各地参观所有重要的专业展览会, 努力搜寻最好的产品。

The idee+spiel retailers have the opportunity to examine and order all products in the association's order centre.

idee+spiel专业经销商可以到本行会的订购中心去鉴定和直接订购所有产品。

The modern B2B-online shop in idee+spiel's Intranet is at the member's disposal for information and ordering round the clock.

idee+spiel网址下的现代化B2B在线商店向全体会员全天候提供相关信息和商品的可供货情况。

The individual orders placed by the idee+spiel retailers are bundled centrally into one large order.

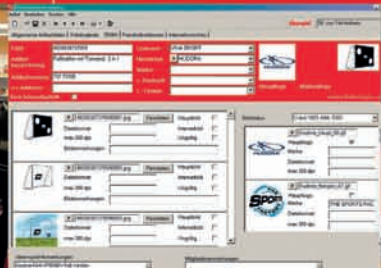
各个idee+spiel经销商的订购量被汇总成大宗订单。

On arrival of the containers in the harbour of Hamburg a logistics service provider authorized by idee+spiel delivers the goods.

集装箱到达汉堡港后, 由一家idee+spiel的委托物流服务公司提供来分配货物。

As idee+spiel has no stock, all goods are forwarded immediately to the idee+spiel retailers.

因idee+spiel联盟没有自己的仓库, 所以, 所有货物以100%的数量被立即发运至idee+spiel联盟的经销商所在地。



The idee+spiel import team

idee+spiel 进口集团



Otto E. Umbach
(奥托·艾·乌巴赫)
Managing Director
Products + Marketing
总经理
负责产品和营销



Jochen Martens
(约亨·马腾斯)
Managing Director
Finances + Services
总经理
负责财务和服务



Thomas Gattermann
(郭定民)
Product Manager
产品经理



Carsten Stöckel
(卡斯腾·施多克)
Product Manager
产品经理



Arne Ladenthien
(亞納·拿定天)
Import Manager
口部經理



Nicole Knoke
(妮可·科诺克)
Logistik-Manager
物流經理



Christoph Griethe
(克里斯多夫)
Import Manager
口部經理

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