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Innovative store concept turns consumers into professionals

Many DIY enthusiasts feel a bit unsure when they start planning a new project. This is the conclusion of a recent survey carried out for Byggmax. The greatest challenges – apart from actually finding the time for renovation work – are to figure out how to go about it and how long the project will take to complete. In response to this, Byggmax is now launching an innovative store concept with product information and instructional films accessible on mobile phones.

“Many customers feel a bit confused and not quite sure what they need when they go to buy DIY materials. So we decided to make the whole shopping experience more stimulating and informative by putting up information signs around the store, with an app that links to more detailed product information, as well as videos to give people ideas and instructions”, says Daniel Juhlin, Marketing and IT Manager at Byggmax.

More information at your fingertips

Customers can use their smartphones to scan QR codes in the shop to access information on what product to choose and to watch instructional videos. Byggmax has already produced the most advanced 3D building instruction videos on the market, which were filmed in collaboration with trade associations and which conform to Swedish building standards.

“Our survey showed that customers give up on a purchase because they feel confused once they are in the store and don’t know which type of screw or what paint they should use, or how to go about building a veranda, renovating a room or replacing a window. Now all the information they need is available in the store itself or on their mobiles”, says Daniel Juhlin.

The concept also includes new services, such as estimating how much material is needed for a particular DIY project, sending shopping lists straight to mobile phones, home deliveries and a sign system which is clearer and designed to stimulate the imagination. For some projects, such as flooring installation and painting, customers can also hire the services of a professional at a fixed cost.

Gender differences

Swedes are smart, and they research their DIY projects thoroughly. But who we turn to for advice depends on gender. Just over half of women (51 percent) ask their partner, while less than a third of men (29 percent) do the same. 37 percent of men, on the other hand, are happy to ask their friends for help, as against only 13 percent of women.

”In general, DIY shops expect a lot of their customers. For example, there is no information available on what type of screw is appropriate for what kind of job – this is the sort of knowledge we want to make it easier for the consumer to access”, says Daniel Juhlin.

About Byggmax

The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 66 stores in Sweden, 23 in Norway and 9 in Finland. The company’s sales amounted to approximately SEK 3,1 billion in 2012. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.com



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