

tchai.nl

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Tchai Services

Instore partner

Market Research



Market Research | How does my customer shop?

How does your customer shop? What practical framework conditions can be given in a retail environment? Often this information is lacking with regard to an instore project. Tchai makes use of professional facilities for delivering this data quickly and inexpensively. This increases the likelihood of maximum profit without the loss of valuable time.

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Concept & Design



Concept & Design | From idea to effective design

On the basis of the challenge Tchai first formulates a draft objective, starting points and framework conditions. This includes such points as routing, dividing the assortment, the placement of individual presentations in the shop, the type of presentations, basic functionality and choices of both colours and materials. Functionality is considered when it comes to the consumer's buying behaviour and use by the retailer. The newest types of materials are applied on the basis of current trends depending on brand and sector.

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Engineering



Engineering | From combined materials to quality product

We call upon our broad knowledge and over 45 years of experience when it comes to realising the best price/quality ratio. Tchai makes use of all possible materials and production techniques. Where necessary metal, wood and all types of plastic processing (including injection moulding) are used in an integrated manner.

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Prototyping



Prototyping | See results immediately!

Tchai can create an initial prototype on the basis of technical drawings and a creative design. This eliminates any possible 'teething trouble' and facilitates a test run in the actual environment. In addition a prototype simplifies making a definitive choice.

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Production



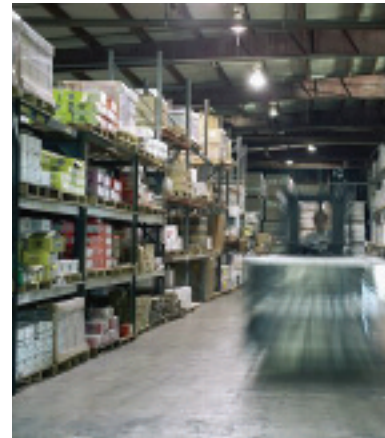
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Production | Everything under our own management

Production is carried out in The Netherlands or for example in Eastern Europe or Asia but always under our own management. Intensive monitoring of the production process ensures that the quality level is maintained. And thanks to our cooperation with various production locations, our capacity is virtually unlimited.

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Distribution



Distribution | Delivery to the sales floor

An important component of an instore project is distribution and placement or installation at the sales locations. The more professional the attention in this last phase, the greater the profit. Tchai has experience in the provision of such services as pre-packing or sorting for your destinations at both national and international level.



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Interested?
Please contact Tchai

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