

Hormann develops its **sales network** in China with Geoconcept

To assist in its growth, Hormann decides to turn to Geoconcept, an acknowledged player in the geomarketing market, to improve its development strategy.



— The challenge faced by Hormann : developing its retail outlet and reseller network in China



Established in 1935, Hormann Group is specialized in the manufacturing of doors, gates, frames and operators for private and commercial properties. Through decades of continuous growth, Hormann has made itself Europe's leading provider of such products. Meanwhile, over 80 individual sales locations were built in more than 30 countries as well as hundreds of authorized dealers were placed in about 35 additional countries.

Hormann entered the China market, finding its way in countless Chinese-based projects of any kind. With

more than 15 years of Chinese market experience, the company opened its first China subsidiary in 2013 and rapidly expanded its assets to 14 subsidiaries, 2 factories, and 30 resellers in Beijing, Shanghai, Guangzhou and Hong Kong.

Offering high quality products and services, Hormann becomes the #1 brand for door products in China. Its development strategy is based on localism and national presence throughout China. With limited presence of its sales network grid, Hormann strives to reach the most potential customers and achieve the greatest geographical coverage.

Hormann in a few figures...

- Established in 1935
- Entered the Chinese market in 1998
- 26 specialized factories in Europe, North America and Asia
- Sales network all over the world
- Annual turnover: 1 billion Euro
- More than 6,000 employees
- The biggest door manufacturer in Europe

