

# VENO



My Business.  
My VENO.  
My Success.



## A Whole Stack of Ideas for Me

For me, the requirements, experiences and question piled up. One customer wants this. Another customer prefers something altogether different. If the trend swings once again in a completely different direction, who helps me to understand the customer? Who has overarching industry knowledge?

My Business. I keep eye on the market and react flexibly to changes.

My VENO. With my adviser I have a direct link to the cutting edge.

My Success. A competitive range: everything you need in store - no superfluous stock.



## The Whole Range of Business

It is not enough that my wholesaler has hundreds of different bands and twice as many buttons in stock. Of course I need this diversity, but I expect more; namely specific proposals for promotion and merchandising. My contact is no porter, but someone who understands the entire scope of the business and has been with me for many years.

My Business. I offer variety. For my clients I always have an extra tip in stock.

My VENO. Likewise, I trust my VENO consultant. He sees himself as a service provider and meets these requirements.

My Success. Direct communication is important and I always speak openly in my dealings with my clients. Thus VENO involves me.



## Variety yes – Mishmash no

Having the right choice makes satisfied customers. But choice is not bulk and huge diversity at all costs. For me, only quality brands come onto the shelf. I can rely on VENO to keep me on track and only by having such goods results means I can convince my customers over the long term. In the long term – only when the customer returns, do I know he was satisfied with the advice.

My Business. I allow myself neither a “cluttered”, wide range nor do I want to be bored with simplicity. With VENO I can find the balance between too much and too little.

My VENO. Everything I need from brands and manufacturers are in stock.

My Success. As an entrepreneur, I do not stock “everything”, but from my customer’s perspective “everything is possible”.



## Everyday business is a test

When I ask a customer if they need a special needle or a certain embroidery thread colour, I always get just one answer: Preferably immediately. Previously this vexed me. Today I can adjust to these demands and rely on VENO because: first, there is a high degree of deliverability; second, the delivery time is short, and third, they are flexible in their delivery quantities.

My Business. I experience emergencies daily, from zippers and to buttons. This is not a burden, but my business.

My VENO. VENO know my customers can be impatient and know what is required. As a team we meet every need.

My Success. I express my ideas together with those of my customers and VENO advises.



## VENO – makes my success complete

Yes, I am in fierce competition with specialists and online retailers, department stores and supermarkets. I know that there is a market and loyal customers for my individual business. So, like many of my customers, who swear by me and my personal touch, I put my trust in VENO, for their individual advice and their equally constant and fair co-operation.

My Business. I bring my strength and my experience. But is that enough?  
Luckily, I am not alone. VENO makes me competitive.

My VENO. Who can give me the feeling of a reliable partnership wholesaler?  
My VENO can!

My Success. I believe in myself. My personality and my “rock-in-the-surf” mentality have brought me a long way. It continues.



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