

More than a piece of furniture – maconda supports Benner investment company in its investment in Thonet, the traditional and well-known manufacturer of premium chairs

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The Cologne-based consulting boutique maconda prepared a commercial review for the Benner family office for the acquisition of a majority stake in Thonet, the traditional German manufacturer of high-quality design classics. The consultants, who are experienced in the furniture and consumer goods industry and with premium products, evaluated the positioning of Thonet in the residential and so-called object segment for the entrepreneurial family from Wiesbaden.

Thonet, one of the oldest furniture brands in the world, primarily produces timeless chairs widely recognized as design icons. Modern, contemporary designs round off the portfolio. maconda took a look at the broad as well as deep product range in order to be able to accurately assess the offer, also in comparison to others and the USP. But it was also to determine where the products can be used. Many are used both in living spaces and in so-called objects (offices, restaurants & hotels, halls, etc.), which is why we looked at both fields of application and the impact of the pandemic.

Furthermore, the maconda consultants also took a close look at selective distribution and customer relations. The range of products and the presentation in comparison to other well-known brands in the premium specialised trade were recorded and the positioning determined. An insight into the market and competitive environment was also informative, above all into the current and expected effects of covid-19 as well as into the company's performance in a direct competitive comparison.

A detailed SWOT profile rounded off the analysis. This compared the potentials and challenges for the company. The sustainability of the business and growth opportunities were also derived, which were significantly enabled by the implementation of many strategic measures in the past.

About Thonet

Thonet is a leading German manufacturer and designer of high-end furniture with a 200-year-old tradition. Starting with the coffee house chair, Thonet has built up a unique portfolio of bentwood and tubular steel furniture that stands for timeless design and the highest manufacturing quality worldwide. Famous bentwood furniture and tubular steel classics from the Bauhaus era are complemented by designs by renowned contemporary architects and designers.

maconda further expands expertise in furniture, furnishings and consumer goods

In recent years, the maconda team has dealt with a wide range of consumer goods and various furniture and furnishing segments and successfully carried out a number of projects. These have

