

We can finally start working on our actual goals

Debra Net has laid the tracks for a successful future

Back in October 2018, EAN reported that Debra Net had added a new warehouse slash office building and showroom to their capacities, the goal being to enter a path of growth and expansion. Obviously, it takes time to implement such far-reaching changes and adapt to the new workflow. But as we learn from Debra Net owner Zoltán B dy in this interview, the process is now complete, and Debra Net is ready to focus on its main tasks once again.

A while back, we reported on the commissioning of your new warehouse. Have you settled in? Is everything going well?

Zoltan Body: We also had to redesign the entire logistics process in the new warehouse. Fortunately, we were able to improve and optimise the new work environment significantly, so we can operate much more efficiently than before. The new system works very well, surpassing all our expectations.

This new building also includes a big showroom. Are you satisfied with the room, and how have your customers responded to it?

Zoltan: We always wanted a nice big showroom. While most of the purchases are made online, it is much easier to work things out when customers visit us in person. In our experience, besides the visual impression, it is very important that the products are physically accessible to our customers. This definitely has a positive effect on the size of their orders.



Debra Net's founder and President: Erika Melega Bodyne and Zoltán Bdy



Debra Net value personal contact with the customers – here, in the new showroom

Are you now well prepared for the future in terms of your capacities? Or are you afraid that sooner or later you will reach your limits again?

Zoltan: That's a good question. I have been thinking about it a lot, but considering the pace at which the turnover grows, it could soon be a problem again. I think the easiest way to solve this problem is by keeping the commissioning warehouse in its current state and building. As a result, we can handle the ever-increasing volume of incoming goods easier and faster.

Has this expansion and creation of new capacities in 2019 already had a positive effect on your business results?

Zoltan: During the construction of the new warehouse, we already ordered extra containers, so by the time we finished, the first shipments - including several novelties – had already arrived. Consequently, we were able to start 2019 at almost full capacity. Although we achieved very good results in 2019, the renovation of the entire office building took a lot of energy last year. Only in June were we in a position to relocate to the new offices, so we couldn't fully take advantage of the new warehouse. Therefore, 2020 will be the first year we can 100% focus on our main job.

Have you been able to create new jobs by increasing your capacities and expanding your business?

Zoltan: Of course, there are more store-keepers and salespeople in our company now. However, in 2019, the rate of increase in turnover was significantly higher than the growth rate of staff members.

“WE HAVE BEEN USING THIS STRATEGY FOR OVER 20 YEARS AND IT IS WORKING BETTER AND BETTER.”

ZOLTAN BODY

What are the main pillars of your business strategy, for which you have already received several awards, also from EAN?

Zoltan: We have talked about this several times. We are in a special situation here in





A presentation of various brands in the new showroom

Central – Eastern Europe. This is probably due to the fact that we have an exclusive deal with most brands in this region. We have been using this strategy for over 20 years and it is working better and better. Furthermore, the volume of dropship orders is growing significantly, accounting for an increasing percentage of our turnover. It is also a fact that the average B2C cart value in this region is significantly lower than in Western Europe. If we take the time factor into account, our B2B partners benefit from a huge advantage by making use of our fast, on-site service. In most cases, this service will allow customers to receive orders within 24 hours. Moreover, it is very important to have sufficient stock levels, good sales personnel, and all the small things that make the world go round.

The new warehouse has increased your capacities in the area of logistics. How has this affected your product range? Have you added new brands? Do your customers benefit from improved product availability?

Zoltan: Many new brands are coming and coming, for example: Obsessive, Evolved, Liebe, and Elity, however the real change is

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ZOLTAN BODY

that we are also able to keep ample stock of our existing selection to provide our partners with sufficient and adequate supplies. 



The new Debra Net building

Our market is always determined by external factors. Currently, the Corona virus is going through the news. Are you worried that the international trade will suffer as a result? Or that production in China will come to a standstill?

Zoltan: It is a fact that the Corona virus has already caused enormous damage, mainly in China, and its effect is worldwide. It is not yet possible to predict the exact outcome of this in early February. We hope to know more when this article is published. In any case, we are lucky that many of our goods were

dispatched from China before the outbreak, so we have plenty of reserves in the event of any production or shipping disruptions.

What are Debra's plans and goals for 2020?

Zoltan: We can finally start working on our actual goals. Continuous development over the past 5 years took a lot of our energy. We are now ready to spend much more time and attention on our customers, our range, and our strategy.

What challenges do you expect for your company this year? Will your core business - distribution - change (further)?

Zoltan: The year 2020 will definitely be about exploring further opportunities and deciding whether we proceed with our current plans or implement changes and explore new directions should that become necessary. **e**

In June of 2019, the team moved into the new offices

