



Étude de Cas
STRUCTUBE

LOS ANGELES | MONTREAL | PARIS | TORONTO

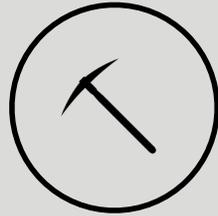
- LE CAS -

**TRANSFORMATION NUMÉRIQUE
POUR ASSURER LA CROISSANCE
FUTURE DE LA MARQUE STRUCTUBE.**

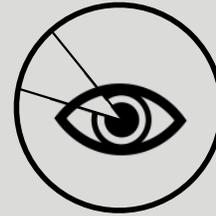
AGENDA



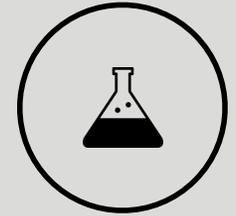
ANALYSE DU
PROBLEME



RECHERCHE DE
VÉRITÉS



VISION
DU FUTUR



TACTIQUES



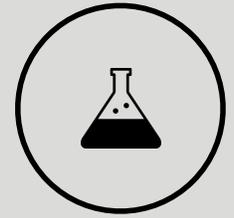
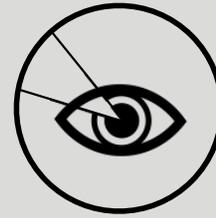
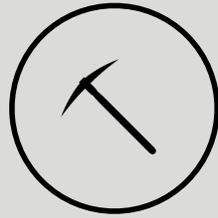
REPENSER L'EXPERIENCE NUMERIQUE

Étude de cas Structube



**COMMENT PEUT-ON ACCÉLÉRER NOTRE
CROISSANCE AUPRÈS DES MILLÉNAUX,
ALORS QUE LEURS ATTENTES SONT DE PLUS EN PLUS DÉRAISONNABLES?**

PROCESSUS



ANALYSE DU
PROBLEME

RECHERCHE DE
VÉRITÉS

VISION
DU FUTUR

TACTIQUES



Baxton Studio Azzo Plastic Mid-century Chaise

de Baxton Studio
★★★★★ 1 commentaire client

Prix : **CDN\$ 104,32** et livraison GRATUITE. Détails

Seulement 6 restant en stock (plus en cours de
Vous en avez besoin le jeudi 9 novembre? Commandez-le au
payer.

Vendu et expédié par Amazon.ca. Emballage cadeau disponible

4 neufs à partir de **CDN\$ 104,32**

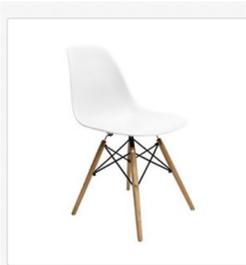
Couleur: **White**

CDN\$ 104,32

CDN\$ 227,09

- Au milieu du siècle moderne design Coque fauteuil (côté)
- Rouge Coque en plastique moulé siège
- Matériel en acier avec revêtement noir et pieds de chevilles
- Qui ne marquent pas les pieds

☐ Signaler des informations incorrectes sur les produits



Nicer Furniture Eames Style Side Chair with Natural Wood Legs E

★★★★★ Be the first to write a review.

Item condition: **New**

Quantity: 2 available / 1 sold

Price: **C \$179.72**

Buy It Now

Add to cart

• Add to watch list

★ Add to collection

Free shipping

30-day returns

New condition

ROVECONCEPTS

Shop New Sale Inspiration About

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DSW Molded Plastic Side Chair Wooden Dowel Base

\$89.00 CAD - \$89.00 CAD

★★★★★



Best Options: Wood Dowel, White

Price Discount: \$29.00

Only 10 left in stock. Ship by Nov 18.

Qty: **\$89.00 CAD**

Home > Eiffel Wooden dining chair



EIFFEL wooden dining chair

Only **\$39**

★★★★★

Write your own review

COLOUR: **WHITE**

QUANTITY:

ADD TO CART

Estimated back in stock on: February 7, 2018
Order now to reserve the item
[Notify me when back in stock](#)

SEE IT IN STORE

DESCRIPTION FEATURES DIMENSIONS

Formed from molded polypropylene, the Eiffel Wooden chair feels tailored to your body, which makes sitting down a pleasure. Beech legs are held in place by a network of black metal bars, adding interest beneath the

Reproduction of DSW Eiffel Chair for Kids | GFURN

\$39.00 CAD

Make an Offer

Color | ABS



Selected:

WHITE-ABS

Delivery Time: In Stock

Quantity Available: 10

ADD TO CART

Price Match Make An Offer Free Shipping Ask us a question



Home / Kitchen & Dining Chairs / Side Kitchen & Dining Chairs / SKU: LSC1808



Lillian Solid Wood Dining Chair

by Langley Street

★★★★★

CAD **\$107.99** USD \$60.99 ~~USD \$129.00~~

On Sale

FREE Shipping

Get It by Tue, Nov 20

Ship To: Montreal, L3S1C 2B8

Business customer? Get more benefits.

Select from

White

Qty (Out of 12)

Add to Cart

Love to Idea Board

Frequently Bought Together

Product Overview

Description

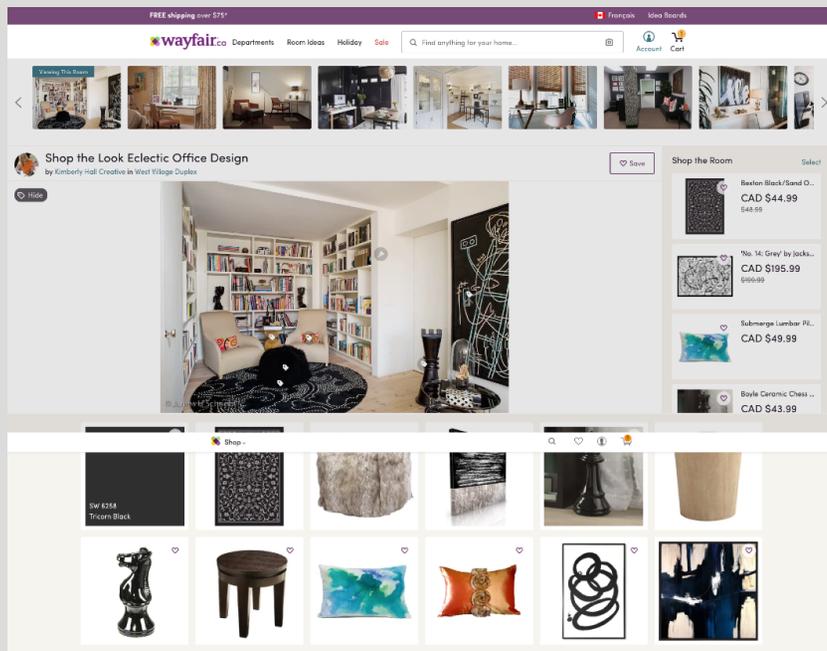
True to the original, but even more with eco-friendly materials, the molded plastic side chair is what it has always been - a comfortable and durable seat option for your home. This version is new and manufactured from

UN MÊME PRODUIT EST DISPONIBLE
CHEZ PLUSIEURS DÉTAILLANTS...

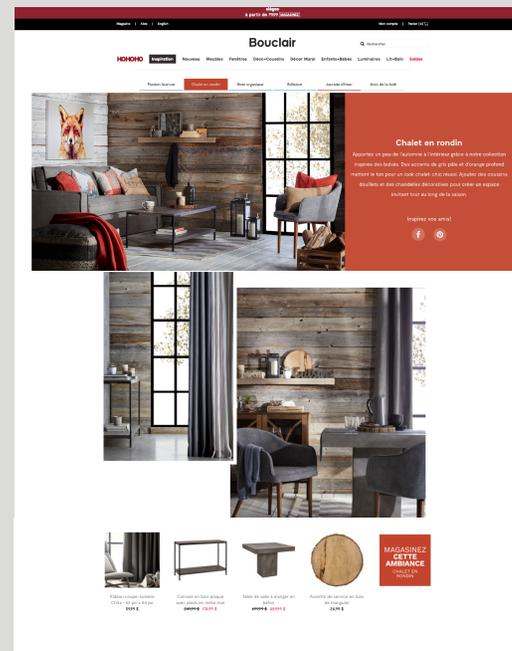
**SOUVENT À DES
PRIX RELATIVEMENT
DIVERSIFIÉS.**

VÉRITÉ DE LA CATÉGORIE

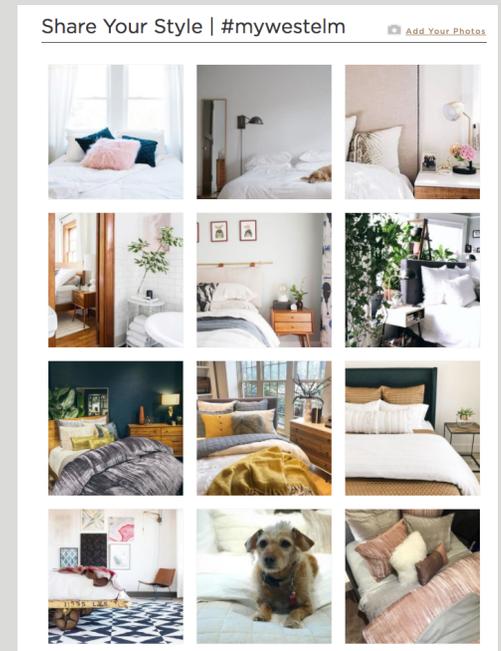
LE CONTENU D'INSPIRATION ET L'ASPECT SOCIAL PERMETTENT AUX MARQUES DE SE DÉMARQUER.



Wayfair

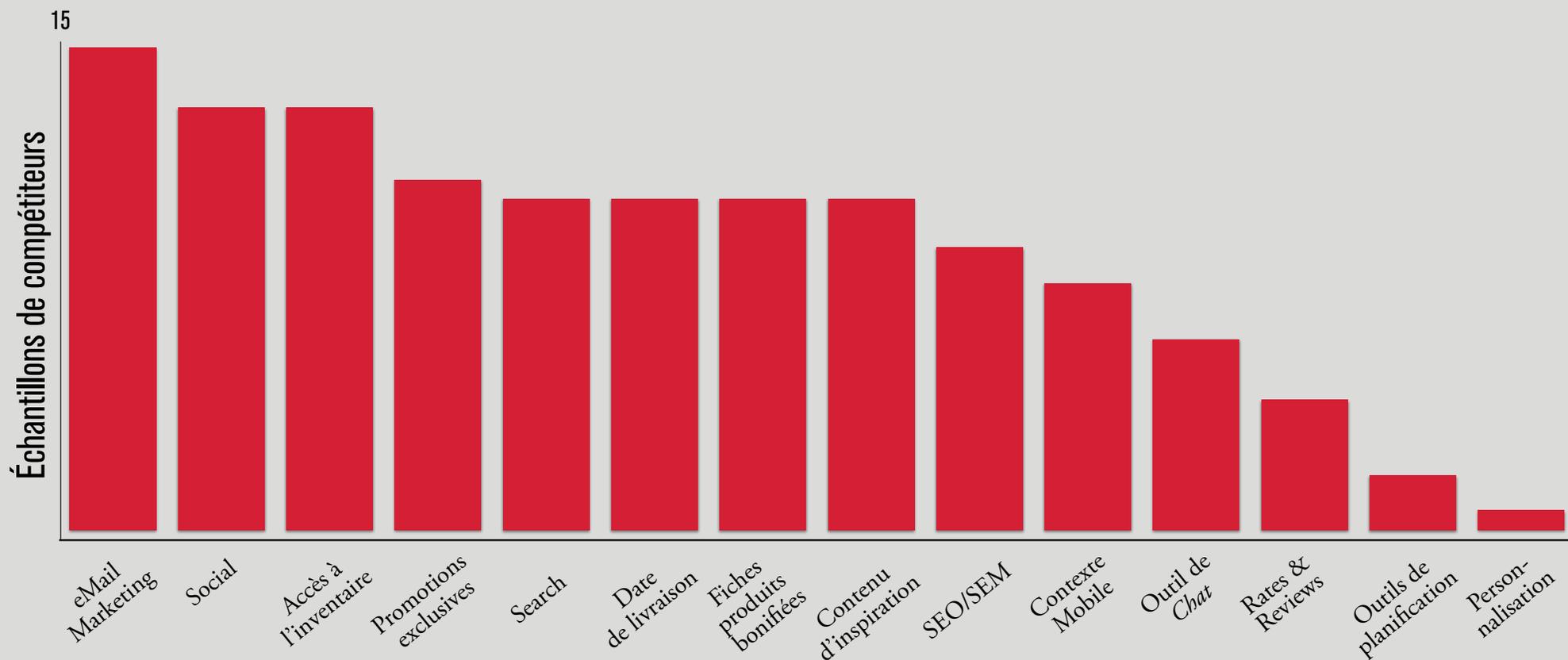


Bouclair



WestElm

MATURITÉ NUMÉRIQUE DE L'INDUSTRIE

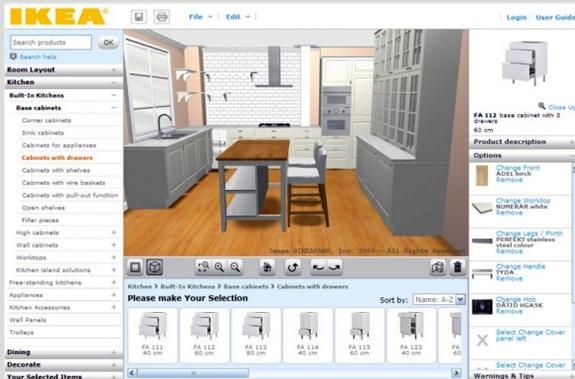


VÉRITÉ DE LA CATÉGORIE

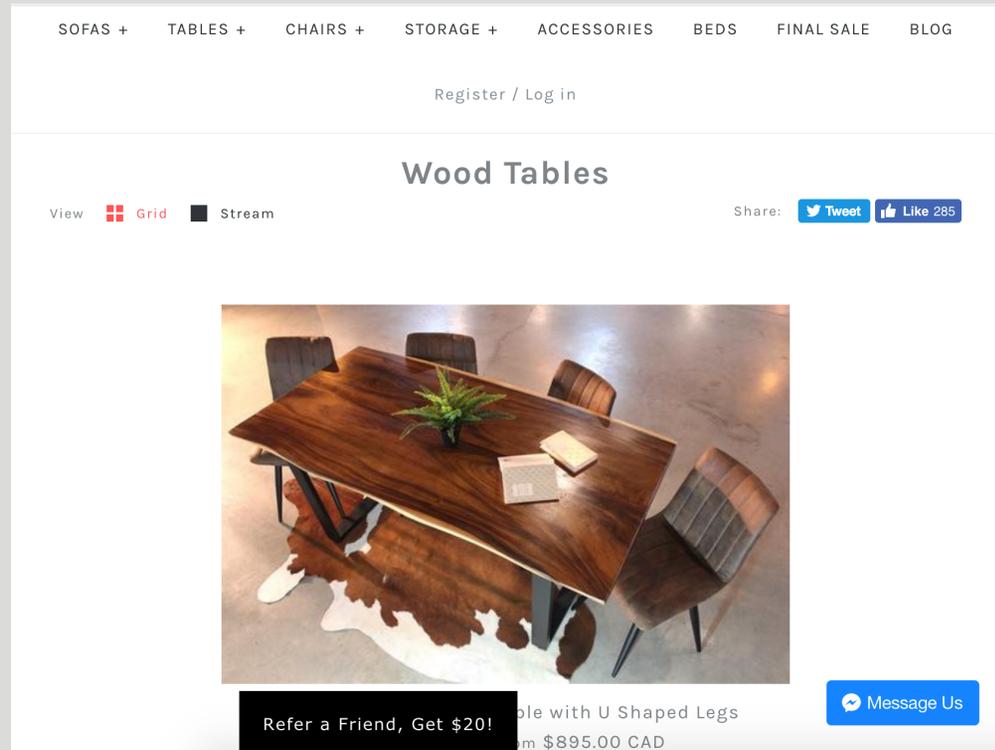
DES OUTILS ADAPTÉS SONT MIS EN PLACE AFIN DE FACILITER L'ACHAT DANS UN CONTEXTE WEB.



Wayfair



IKEA



Facebook Messenger Plug-in

VÉRITÉ DE LA CATÉGORIE

ON VOIT APPARAÎTRE DE NOUVEAUX MODÈLES D'AFFAIRES SIMPLIFIÉS, PENSÉS POUR LE WEB.

ARTICLE. 🔍 | About | Chat | +1.888.746.3455 | Cart

SOFAS CHAIRS TABLES BEDROOM STORAGE OUTDOOR RUGS DÉCOR

SPEND LESS. LIVE MORE.

Article delivers beautifully designed modern furniture, with outstanding attention to detail, at fair prices.

The idea behind Article came together on an adventure north of the Arctic Circle. Four software engineers, inspired by the beauty and challenged by the unfamiliarity of the environment resolved to radically change the way that people shop for furniture.

The founders and furniture industry outsiders laid the foundations of a new kind of furniture company - a company founded on a shared appreciation of simplicity and efficiency.

How we do it

ARTICLE	TRADITIONAL RETAIL
You	You
Article	Retail warehouse
Manufacturer	Retail store + salesperson
	Wholesaler warehouse
	Wholesale showroom + salesperson
	Export agent
	Manufacturer

AptDeco 🔍 | Have questions?

NEW SOFAS CHAIRS TABLES BEDS STORAGE LIGHTING RUGS DÉCOR SALE

Tables → Dining Tables

Creative X Soul East Iron Table

\$700.00 per item

Estimated Retail Price: \$1,400.00

Qty: 1 [Add to Cart](#) [Add to Wishlist](#)

2 other customers have this item in their shopping cart

Money-Back Guarantee
Quality guaranteed. Hassle-free returns. [Learn more](#)

Delivery Rate: Flat rate local delivery provided. Additional fees may apply.
[Calculate delivery](#)

Pick up zipcode: Brooklyn, NY 112

[Facebook](#) [Twitter](#) [Google+](#)

Have a similar item? [Sell yours now](#)

At A Glance

Brand: Creative X Soul
Collection: East Iron
Dimensions: Width: 60 inch(es), H...
Color: Patterned / Multi
Material: Wood
Condition: New: Product hasn't be...
Years Old: <1
Category: Dining Tables
Environment: Pet Free Home, Smo...
Manufacturer / Retailer Link: <http://www.creativesoul.com/sho...>

[Add'l Notes From Seller](#)

Purchase multiple items from the same seller. You may qualify for a reduced delivery fee for extra items.

+9 items

Request to Purchase

Reserve the product before someone else gets to it!
Your credit card will only be charged when the seller confirms within 24 hours of your purchase request.

Schedule Delivery

Select a delivery date that works for you then sit back & relax - we'll arrange the rest. Our white glove delivery teams will verify the condition of your items at time of pick up & deliver on the date/time you selected. If you're a fan of manual labor you can also select to pick it up yourself!

Enjoy

You have 24 hours after delivery to confirm your purchase(s) are as advertised. If there are any issues just let us know and we'll work with you to issue a refund (if applicable). Sit back and relax and show off your new finds!

LE 6 NOVEMBRE DERNIER...

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FurnitureToday
40th Anniversary

NEWS MARKETS PRODUCTS VIDEOS RESEARCH CLASSIFIEDS BLOGS CO



Amazon launches first two furniture brands

Rivet and Stone & Beam feature mid-priced living room upholstery and decor, 30-day returns and 1- to 3-year manufacturer warranties

Clint Engel, November 6, 2017

SEATTLE — Amazon is digging deeper still into the home furnishings industry with the launch of its first two proprietary in-home furniture brands.

The e-commerce giant introduced **Rivet**, Mid-Century Modern living room furniture and décor, and the more transitional, modern and higher-priced **Stone & Beam**, also in the living room category. Full-size sofas under the Rivet brand range from \$699 to \$999, while Stone & Beam sofas range from \$999 for the down-filled overstuffed Lauren Sofa to \$1,449 for a leather Chesterfield.



From Amazon's Stone & Beam collection

The collections also include accent chairs, sectionals and loveseats, tables (in Rivet), storage ottomans (Stone & Beam), lighting, rugs and wall art.

The brands feature hundreds of pieces, according to a company spokeswoman, and while the pieces carry the Prime badge and feature free shipping, not all products (such as sofas) are available for two-day shipping. The Stone & Beam Hoffman down-filled sofa in a gray tweed performance fabric, for instance, usually ships in three to five days, according to the website. Some products are eligible for 12-month no interest financing if purchased with Amazon's store credit card.

Asked for details on where the goods are produced, the Amazon spokeswoman would only note that the products are made "in various locations," and "we're collaborating with well-respected manufacturers that have strong reputations in their respective industries."

The brands do not yet work with [Amazon's just launched ARView](#) augmented reality app.

"As a company, we're always listening to customers, learning and innovating on their behalf to bring them products we think they will love," Aysha Harper, director of hardlines private brands, said in a statement.

amazon

All

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[STYLIST'S PICKS](#) [SHOP BY CATEGORY](#) [LIVING ROOM FURNITURE](#) [LIGHTING](#) [RUGS](#) [WALL ART](#) [SMALL SPACES](#)



make it Mid-Century

shop the look

Meet Rivet, exclusively on Amazon.

Free returns for 30 days and 1-year warranty on all furniture.

stylist's picks

learn more

shop by category

learn more



say "hello" to small space solutions

shop the look

◀ Back to results



Roll over image to zoom in

**ET LEUR PROMESSE EST
DIFFICILE À BATTRE..!**

RIVET

Rivet Emerly Modern Velvet Metal Leg Sectional Sofa, 96"W, Navy

★★★★☆ 2 customer reviews | 4 answered questions

Price: **\$1,999.00**

Usually ships within 3 to 5 days.

This item does not ship to **Canada**. Please check other sellers who may ship internationally. [Learn more](#)

Ships from and sold by Amazon.com.

[Order a FREE swatch](#)

Size: **Sectional**

Loveseat Sofa Living Room Chair Ottoman **Sectional**

Color: **Navy**



- A sleek profile and metal legs make this piece an eye-catching modern addition to your home. Stain-resistant, heavy-duty fabric is woven for a velvety look and feel, yet designed to outlast many movie nights and quiet lounging days.
 - 96"W x 35"D x 34"H
 - Hardwood frame with sturdy mortise-and-tenon joints, performance fabric, metal legs
 - Contemporary
 - Reversible cushions double the lifespan of this piece
 - Simple assembly. Just attach the legs.
 - Free returns for 30 days. 1-year warranty.
- [▶ See more product details](#)

New (1) from \$1,999.00 & FREE shipping. [Details](#)

Share

Qty: 1

Scheduled delivery

Delivery will be scheduled during checkout. Signature required.

Add a Protection Plan:

- 5-Year Accident Protection for **\$166.98**
- 3-Year Accident Protection for **\$99.05**

Add to Cart

1-Click ordering is not available for this item.

Ship to:

Canada

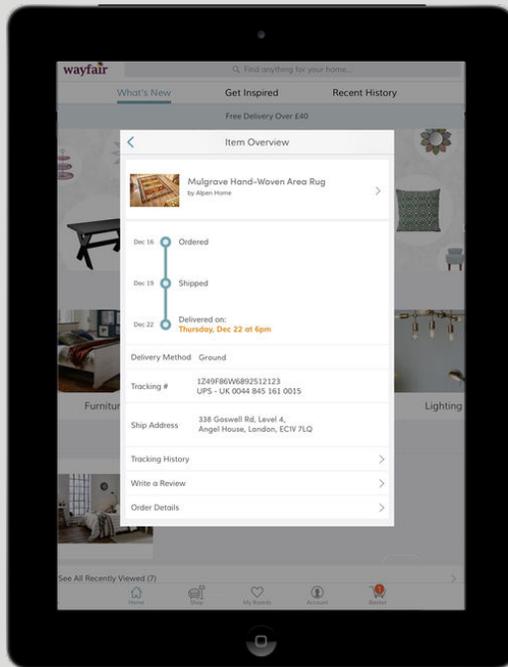
Add to List

Have one to sell?

Sell on Amazon

VÉRITÉ DE LA CATÉGORIE

LA DISPONIBILITÉ, LA RAPIDITÉ ET LA FLEXIBILITÉ DU SERVICE DE LIVRAISON À DOMICILE EST DEvenu UN VÉRITABLE AVANTAGE CONCURRENTIEL



Wayfair



Uber Freight

Vérité de la catégorie

**L'INDUSTRIE DU MEUBLE EST APPELÉE À
CHANGER, ET AMAZON EN DICTERA LES
NOUVELLES RÈGLES.**

TIRER PROFIT DES FORCES DE STRUCTURE

ET AUX EXIGENCES DÉRAISONNABLES

“ Maximum une semaine.”

- FRED, 26 ANS

“ J’hésite parfois et si l’attente est trop longue, je change d’idée.”

- RAPHAËL, 24 ANS

“ Je m’attends à un service sérieux qui répond à mes inquiétudes, donc un service accommodant et rassurant.”

- ÉLYSE, 27 ANS

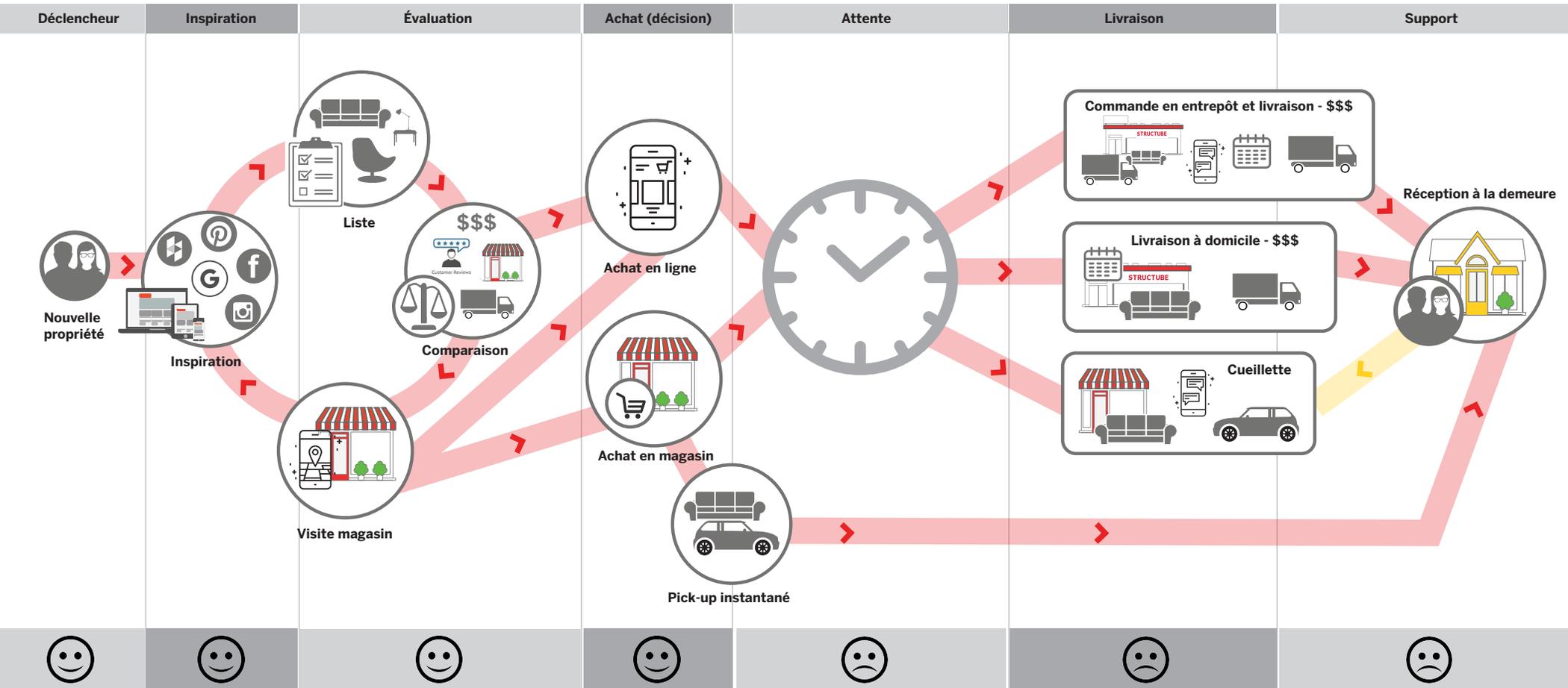
“ Il faut qu’on se souvienne de mon nom et de ce que j’ai acheté.”

- MARC, 30 ANS

“ Quand je paye, je veux un système de livraison, d’assemblage et de retour facile.”

- JOSÉE, 34 ANS

PARCOURS DU CONSOMMATEUR



L'ACHAT DE MEUBLES EST OMNISCANAL

80 % s'inspirent en ligne
50 % achètent en magasin

3 CRITÈRES PRINCIPAUX MOTIVENT LE CHOIX :

Style

Rapport Qualité / Prix

Disponibilité et livraison

**L'ATTENTE CRÉE L'ANGOISSE
ET LE DOUTE.**

*Des délais supérieurs à une semaine et un système complexe de
livraison freine l'achat.*

**LORSQUE LES CLIENTS PAYENT POUR
LA LIVRAISON, ILS S'ATTENDENT À DU
SERVICE.**

**ILS VEULENT ÊTRE RECONNUS ET
OBTENIR DES OFFRES
PERSONNALISÉES.**

Vérité humaine

**LES CONSOMMATEURS S'ATTENDENT À UNE
EXPÉRIENCE SIMPLE, FLUIDE, EFFICACE, EN
LIGNE COMME EN MAGASIN.**

FREE SHIPPING TO ANY STRUCTUBE STORE

Contact Us Find a store

My Account Français  (CAD) 

"★★★★★"
See our reviews

STRUCTUBE

Search here... 

PRE-BLACK FRIDAY NEW LIVING ROOM DINING ROOM BEDROOM OFFICE LIGHTING ACCESSORIES **Inspiration**

OUR PRE-BLACK FRIDAY DEALS ARE HERE!

SAVE UP TO **40%!**

SAVE NOW

Win \$100



STRUCTURE A TOUT POUR SÉDUIRE LES MILLÉNAUX



*Promesse cohérente et adéquate, bien alignée avec la
perception de la marque*

**STRUCTURE BÉNÉFICIE À LA FOIS DE LA
FORCE DE SES MAGASINS PHYSIQUES
ET D'UN SITE E-COMMERCE PRATIQUE.**

Un changement de focus s'impose :

DE :

**EFFORTS CENTRÉS SUR LE
CHOIX DE PRODUITS
(INVENTAIRE)**



À :

**EFFORTS CENTRÉS SUR
L'EXPÉRIENCE DE
MAGASINAGE**

CONCRÈTEMENT...

1

OFFRIR UNE EXPÉRIENCE CENTRÉE
SUR LE CONSOMMATEUR

2

ACCOMPAGNER LE CLIENT
TOUT AU LONG DU PROCESSUS

3

GÉRER SES ATTENTES...
ET L'ATTENTE

L'EXPÉRIENCE CENTRÉE SUR MOI

CONTENU D'INSPIRATION CENTRÉ CONSOMMATEUR

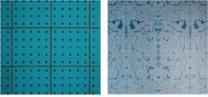
← Back to Kohler

THE BOLD LOOK OF **KOHLER**

SHOW ME **EVERYTHING** ▾ ABOUT **MODERN** ▾ **EVERY ROOM** ▾ IN **BLUE** ▾

MOOD BOARD

HINT OF HAVANA BATHROOM

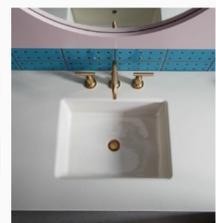
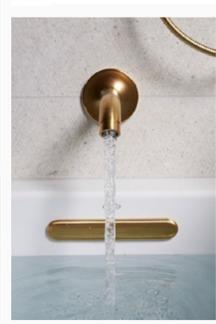
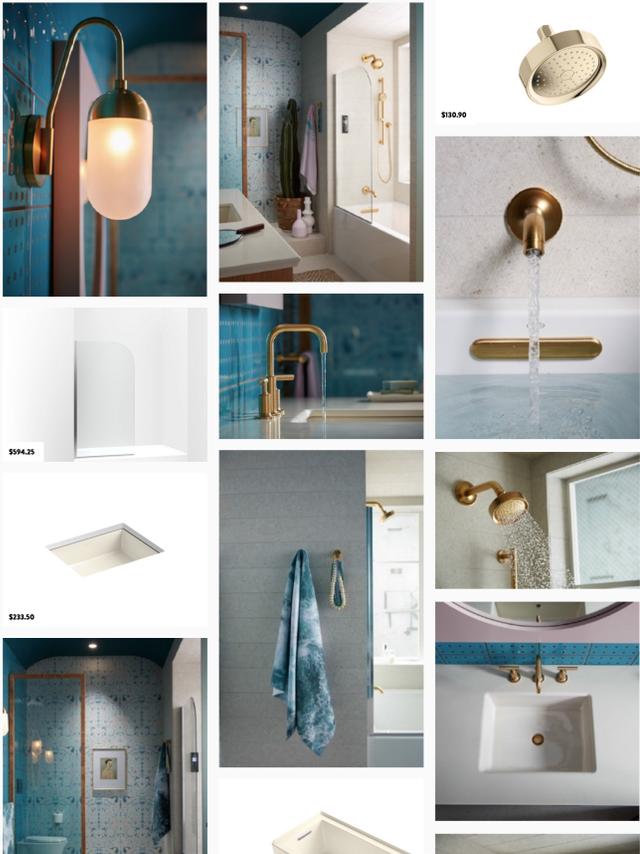


8 MORE →

MARINE MODERN KITCHEN



8 MORE →



594.25

323.50

310.90

DU CONTENU À VALEUR AJOUTÉE AU COEUR DE L'EXPÉRIENCE PRODUIT

HOME / FURNITURE / LIVING ROOM FURNITURE / SOFAS / CALABARI

Davis Sofa ★★★★☆ (18 82 Reviews) \$1,299.00 (only 20 left)

3. Show it to Friends
4. Create a Mood Board
5. Save it together

Fabric: Canvas, Ash Log History



Davis Sofa ★★★★☆ (18 82 Reviews) \$1,299.00 (only 20 left)

Fabric: Canvas, Ash Log History

Davis is designed to sit big in small spaces at an affordable price. Upright, yet comfortable, this versatile sofa is right at home in family rooms as well as casual living rooms. [Learn More](#)

- Frame is benchmarked with certified sustainable hardwood that's kiln-dried to prevent warping
- Reinforced spring suspension system
- Stay-toasted polyfoam seat cushions wrapped in blue-down blend and encased in downproof ticking
- Fiber-down back cushions encased in downproof ticking
- Self-welt detail
- Hardwood legs finished with a hickory brown stain
- Made in multiple countries
- See product label or call customer service at 800-967-6596 for additional details on product content

[Print](#) [Email](#)

[See it in Your Store](#)
[Find it on Display](#)

[Create Design Studio](#)
Make a Reservation

Unlimited Furniture Delivery for One Flat Fee!
For one low fee (see fee list), we will deliver every piece of furniture in your order regardless of the number of items. [Learn more](#)

Costco Member
Earn \$100.00 in reward dollars* on this purchase when you use your Costco Card. [Learn more](#)

Dimensions
Will it fit in your space?
Davis Sofa



Comfort
How does it sit?



Overall Sit: Relaxed Upright
Seat Depth: Shallow Deep
Seat Height: Low High
Seat Softness: Soft Firm

Davis Sofa Mark 78:
Female model is 5' 4". Male model is 6' 3". Son is 6' 1". Daughter is 5' 2".

Part of a Collection
More options to choose from:



Our Designers Recommend
Complete the look.



Additional Items
People who viewed this item also viewed



Como 80" Sofa

Designed by Giorgio Soressi
\$5,500.00 - \$7,800.00

Step 1: Select your Material

FABRIC LEATHER

Step 2: Select your Upholstery and Color

Kalahari Leather



Compare colors and materials.
[Request Free Swatches](#)

Price: \$5,500.00 - \$7,800.00
Item Number: 4176
Availability: Please make selections

[Ajouter au panier](#)

[Enregistrer sur la liste](#)

Disponibilité en magasin

Magasin:
IKEA Boucherville, Qc

Offert en ligne

Prêt à être livré

★★★★★
En stock au magasin **IKEA Boucherville, Qc: 18**

[Afficher le pronostic de disponibilité des stocks.](#)

Choix variable selon les magasins. Les prix peuvent différer de ceux indiqués en ligne.

IMPACTS OPÉRATIONNELS

1

CONTENU D'INSPIRATION



ÉQUIPE DE
MARKETING NUMÉRIQUE

2

DONNÉES PRODUITS



ÉQUIPE D'ACHETEURS

3

ACCÈS À L'INVENTAIRE

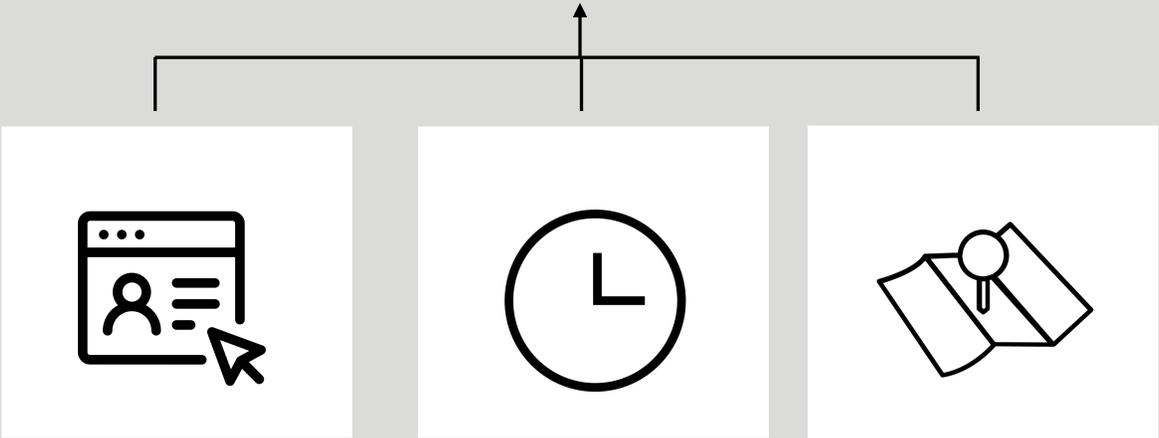


ÉQUIPE DES OPÉRATIONS

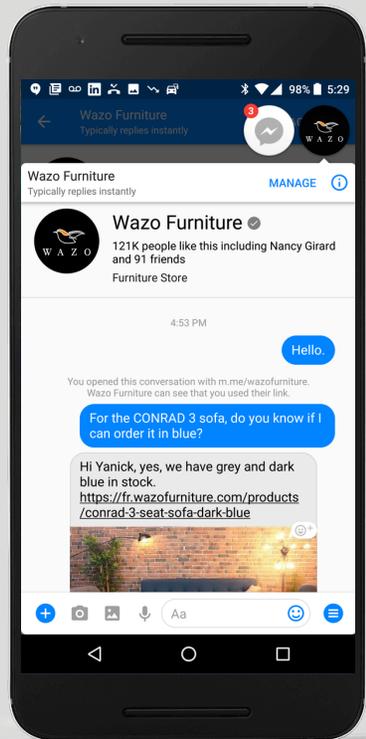
**STRUCTUBE M'ACCOMPAGNE
TOUT AU LONG DE MON PARCOURS**

LE BON CONTENU AU BON MOMENT À LA BONNE PERSONNE

LA BONNE EXPÉRIENCE



RÉDUIRE LES BARRIÈRES À L'ACHAT



“ Je loue un véhicule adapté pour transporter mes achats. ”



IMPACTS OPÉRATIONNELS

1

EXPÉRIENCE PERSONNALISÉE



ÉQUIPES MARKETING
NUMÉRIQUE ET TI

2

SOUTIEN À L'ACHAT



TOUTES LES ÉQUIPES

3

RELATION COMMERCIALE



ÉQUIPES IT ET
OPÉRATIONS

GÉRER LA PÉRIODE D'ATTENTE

OFFRIR DES SERVICES À VALEUR AJOUTÉE



Le Plan BM



Profitez d'une multitude de services sous un même toit !

IMPACTS OPÉRATIONNELS

1

SYSTÈME DE SUIVI



ÉQUIPES MARKETING, TI ET
OPÉRATIONS

2

OFFRIR UN SERVICE À
VALEUR AJOUTÉE

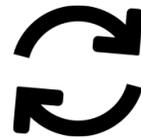


ÉQUIPES OPÉRATIONS ET
RESSOURCES HUMAINES

LES PRINCIPES DIRECTEURS



COLLABORATION



ITÉRATION



RÉALISTE