

Buying Together with Coena

Before using Coena

Alex is a product manufacturer. His products demand just raised and he needs to buy 100 more components to finish his products on time. To get his usual discount of 10% from the component seller, Alex needs to buy at least 1.000 components. Buying the 600 components without a discount will raise his product prices by 10%. He starts searching on the Internet and finds Coena. He installs it on his computer and starts to search for collaborators.



Victor is a distributor of components of the same type Alex needs. One of his customers ordered 2.000 components which Victor bought with a consistent 15% discount. After one week, the same customer ordered a quantity of 900 components. Victor has to find a solution to buy the 100 components at the same price he bought the first 1.000. His client won't pay more for the same products. Victor hears about Coena and starts searching for business partners to buy more components.



Kim owns a few component shops and she just need to supply all her locations with 1500 components like the ones that Alex and Victor need. Her supplier just offered a 20% discount for 3.000 bought components.

Kim finds the discount very profitable but a larger unwanted stock will probably increase her costs with more than the 20% discount. She installs Coena and starts searching for other component buyers.



Coena Solution



Only a few minutes after installing Coena, Alex, Victor and Kim are talking to each other about all of them together making a single product order and get a high discount. Victor takes the role of the Network Moderator, and contacts Sam, the component manufacturer to place a consistent order.

After using Coena



Sam receives the order from Victor, through Coena and agrees to deliver 3.000 components with a 20% discount.

