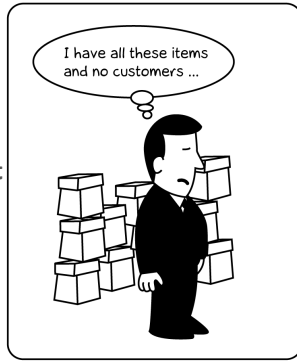


Selling Together with Coena

Before using Coena

Adam sells his products through his own 5 locations in Amsterdam. For the second half of the year, Adam planned his production based on the constant sales he had in the past 6 months. Unfortunately at the end of the year, he remains with half of his stock, 600 products, unsold. Adam hears about Coena and decides to give it a try.



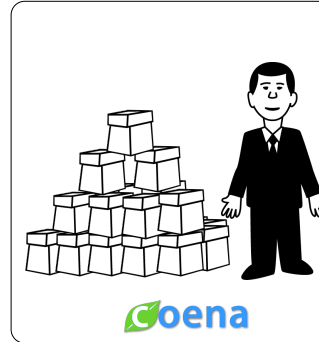
Ned works for a distributor that buys products similar to Adam's and sells them through his own network. Because Ned didn't anticipate a huge sales volume, his warehouses are short on supplies. The demand for the products went up unexpectedly, so he faced the situation of having only 100 products in stock when he needed 1.000 products. He installs Coena on his computer and starts to search for suppliers.



John is a reseller of the same products Adam sells. One of his customers ordered 1.000 products but returned 300 after one week. John now has an excess and unplanned stock of 300 products. He hears from a friend that Coena might help him find some more customers for his excess stock. He decides to use Coena.

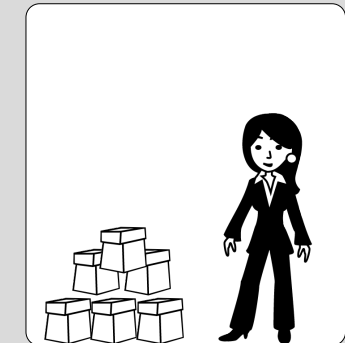
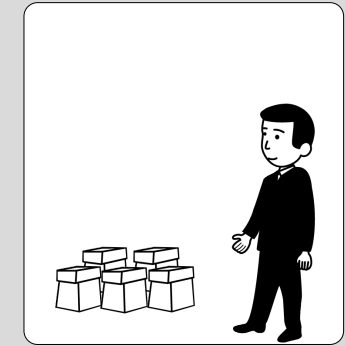


Coena Solution



After only a few minutes after installing Coena, Adam, John and Ned are talking to each other about finding the best solution to sell all their products. Ned takes the role of the Network Moderator, and distributes the 1.000 products to his waiting customers.

After using Coena



600 products

300 products

sell 400 products

sell 200 products

sell 400 products