

Bekra Pflanzenservice



Hybrid Offering	
Brief description	Bekra offers an interior plant rental service for office locations, buildings and fairs. The customer can choose what plants he wants and Bekra takes care of watering and fertilizing at the clients' location.
Hybrid offering's industry	Office supplies
Company details	
Bekra www.bekra.de	Bekra was founded in the year 1980 in Baldham, Germany. The company is focuses on floristics, the rental of plants and hydroponics. In addition to that, it is premium partner of the Messe München GmbH.
Company's industry	Floristic, Plants
Country of origin	Germany
Dimensions	
Product dimension	The product is a green indoor plant which is delivered in a suitable jar.
Service dimension	The service includes the provision of the plant for a monthly payment. In addition to that, watering, fertilizing and fostering are included at the customer's location.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Result oriented
Community as service	No
Target market	B2B
Revenue model	Monthly fee

Images

Product dimension



Service Dimension