

Douwe Egberts Coffee Systems (DECS)



Hybrid Offering

Brief description	Douwe Egberts Coffee Systems provides complete coffee system solutions to customers such as hotels, cafes, restaurants, or hospitals, which include dispensers, accessories, cleaning systems, maintenance, training of staff, and promotion.
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Hybrid offering's industry	Food & beverage
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Company details

Douwe Egberts www.douwe-egberts.com Sara Lee Corporation www.saralee-de.com	Founded in 1753 in Joure, the Netherlands, Douwe Egberts is one of the leading coffee roasters in the world and a major supplier of coffee systems and accessories for the workplace. Douwe Egberts is part of the Sara Lee Corporation (USA) since 1978. Douwe Egberts Coffee Systems International B.V. is marketing coffee systems in around 50 countries, through own organisations and third-party distributors.
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Company's industry	Consumer goods
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Country of origin	Netherlands
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Dimensions

Product dimension	DECS sell coffee corners, stations, base stands, and coffee dispensers which are equipped with a cleaning system to assure regular cleaning and maintenance.
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Service dimension	As part of its total solution, DECS offer accessories (e.g. coffee cups, ashtrays, sugar), proactive maintenance of dispensers (through visits of account representatives), promotion programs, and training of staff.
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Other links	www.douweegbertscoffeesystems.com www.kaffee-im-krankenhaus.de http://www.douweegbertscoffeesystems.com/NR/rdonlyres/2D020355-F203-48F6-B6CA-AD9498B3A577/0/hotel_u_gastronomiesysteme.pdf http://www.douweegbertscoffeesystems.com/NR/rdonlyres/14A079B8-3CD9-4A40-9C4B-09F2E643096C/0/kaffeeverorgung_krankenhaeuser.pdf
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Other Crucial Dimensions

Hybrid orientation	
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Community as service	No
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Target market	B2B
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Revenue model	One-time payment or leasing or rental
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Images

Product dimension



Service Dimension

