



Crämer & Co.

| Hybrid Offering | |
|---|---|
| Brief description | Crämer & Co. offers trousers with a complementary repair and shortening service for its customers. These services are free of charge. |
| Hybrid offering's industry | Clothing |
| Company details | |
| Crämer & Co. GmbH www.craemerundco.de/ | Crämer und Co was founded in the year 1983 in Nürnberg, Germany. It is a retailer of fashion goods such as jeans, t-shirts, shoes, jackets etc. and has three stores located in Erlangen and Nuremberg. |
| Company's industry | Clothing |
| Country of origin | Germany |
| Dimensions | |
| Product dimension | The product is a pair of trousers sold in a Crämer & Co. shop. Before the item leaves the shop it is marked in the inside with a stamp. |
| Service dimension | Customers that buy the marked trousers benefit from extra, free of charge services. These services include a shortening and a repair service. The shortening is done directly in the shop and does not necessarily have to be made after purchase. When the customer wants the trousers to be shortened, the items can optionally be sent to the address of the customer. The repair service covers zippers and buttons and has no time limitation. |
| Other links | |
| Other Crucial Dimensions | |
| Hybrid orientation | Product Oriented |
| Community as service | No |
| Target market | B2C |
| Revenue model | One time payment at purchase |

Images

Product dimension



Service Dimension