

EUROPEAN MATERIAL FLOW DASHBOARD



In order to research and formulate strategies, any (international) head office requires information about specific product groups. How big is the sales market and where are the opportunities? Where is the biggest competitor located? Where can raw materials be sourced? To answer these questions, BouwKennis has developed the Material Flows Dashboard. With this dashboard, issues can be analyzed quickly and efficiently and important strategic decisions can be substantiated. The dashboard provides information that is of added value for both purchasing and sales strategies.

With the Material Flows Dashboard, created in the online portal BouwKennisData, a marketing, sales and/or or purchasing department can gain insight into the trade flows of products (and their substitutes) throughout countries that are members of the European Union. Based on internationally comparable statistics on international trade (Commodity Codes) and domestic production (PRODCOM), product trade flows are calculated and visualized both in terms of quantity and in Euros. Within the European Union it is obligatory to report every month on the trade flows of the previous month. BouwKennis makes use of this reported data to provide insight into trade flows and trends, and to increase the ease of use of the data streams. The influence of certain events (such as the coronavirus) also becomes clear. In addition, the dashboard maps out the countries' annual production.

THE MATERIAL FLOWS DASHBOARD ANSWERS SUCH QUESTIONS AS:

› Market volume

- What is your largest market and where are the opportunities for you in the future?
- Compare your own monthly sales results with trade flows within the EU
- What trend is visible in the different sales markets and what could explain this?

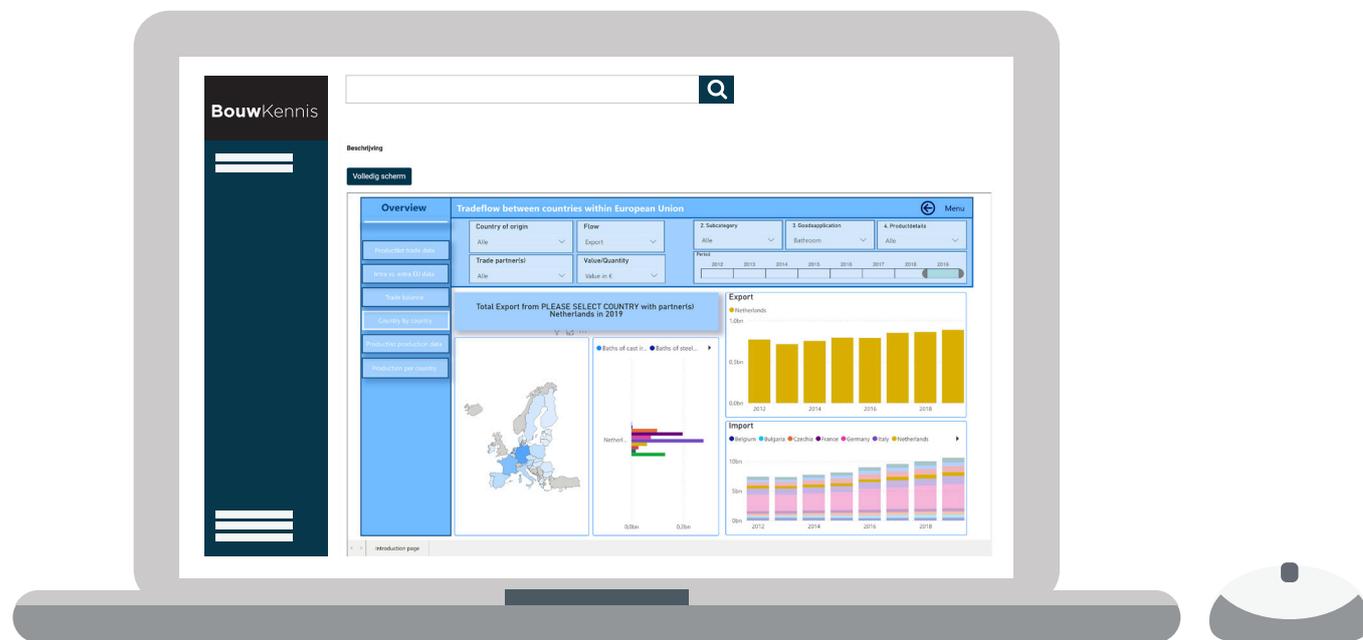
› Competition

- Where does the greatest competition come from?
- What product alternatives are your biggest competitors and what are the trends in them?

› Procurement and logistics

- Where do you buy your semi-prefabricated products/raw materials and where else could this perhaps be done more cost efficiently? Or could the increase the reliability of the supply chain be increased by adding an additional supplier?
- Which raw materials are unreliable in terms of delivery and could an additional supplier in another country provide more security?
- In which countries are the semi-prefabricated goods/products (on average) the cheapest?





BUILDINFODATA MATERIAL FLOW DASHBOARD, CUSTOM-MADE

You have the option of receiving a tailor-made Materials Flow Dashboard to your specific business. We will then select all the parameters for you in advance, so that you can quickly and easily view the relevant data.

THE DASHBOARD CAN BE CUSTOMISED IN THE FOLLOWING WAY:

- › Monthly update of trading data
- › Display commodities versus finished products side by side (if available)
- › Focus on relevant countries or breakdown of certain areas
- › Certain types of products, materials or product groups

BUILDINFODATA

This product appears as a dashboard on BouwKennisData, in which data is processed into information and (interactively) presented in a well-organized way.

COSTS

€ 1.500 all EU countries available

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