

A photograph of four women of diverse ages and ethnicities, all dressed in denim jeans and light-colored shirts. They are smiling and interacting with each other in a friendly, casual manner. The woman on the far left is a young woman with dark hair, wearing a white t-shirt and dark blue jeans. The woman next to her is a young woman with curly dark hair, wearing a light blue denim shirt and light blue jeans. The woman in the center is an older woman with short grey hair, wearing a dark blue denim jacket over a white shirt and dark blue jeans. The woman on the far right is a young woman with dark hair, wearing a white long-sleeved shirt and light blue jeans. They are all wearing white sneakers. The background is a plain, light grey color.

Customer Focused and Data Driven Operations

COO Maarten Tibosch



Biography

Maarten has 25 years of working experience in the manufacturing industry and retail fulfilling operations roles in almost every part of the supply chain.

He worked as consultant for PwC developing and implementing SCM and IT solutions for companies like Johnson & Johnson. He lived in Brazil for Philips Consumer Electronics as General Manager Operations & Service Latin America restructuring successfully the supply chain and aftersales service.



He worked 9 years for LEGO in Denmark, in his last role as head of Value Chain Innovation. Responsible for the LEGO Group operating model with the strategic objective to drive innovation in operations and secure a lean execution. This included the management of the operations project portfolio and implementation of the required new supply chain capabilities. It allowed LEGO to grow double digits both revenue and profit.

Presently he is the COO of wehkamp.nl. A leading pureplay online retailer in the Netherlands. He is as COO responsible for warehouse & distribution, supply chain management, operational excellence and customer service. He as well spend his time on new business development resulting in new operating models across the end to end value chain.

Our history

From mattresses to catalog, to online, to mobile first, to

1952 - first add

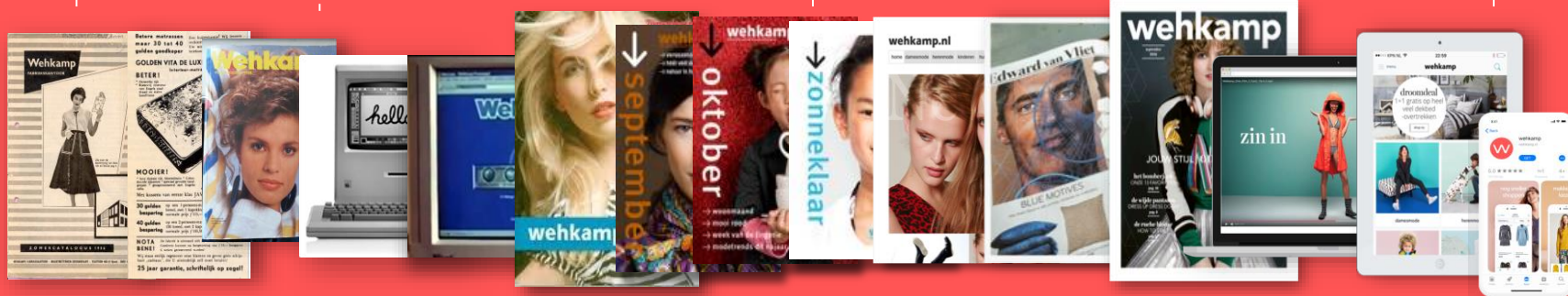
1955 - first catalog

1995 - first steps online

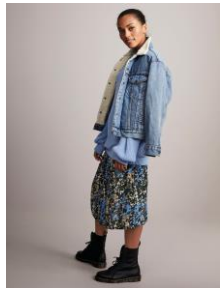
2010 - online only

2018 - mobile first

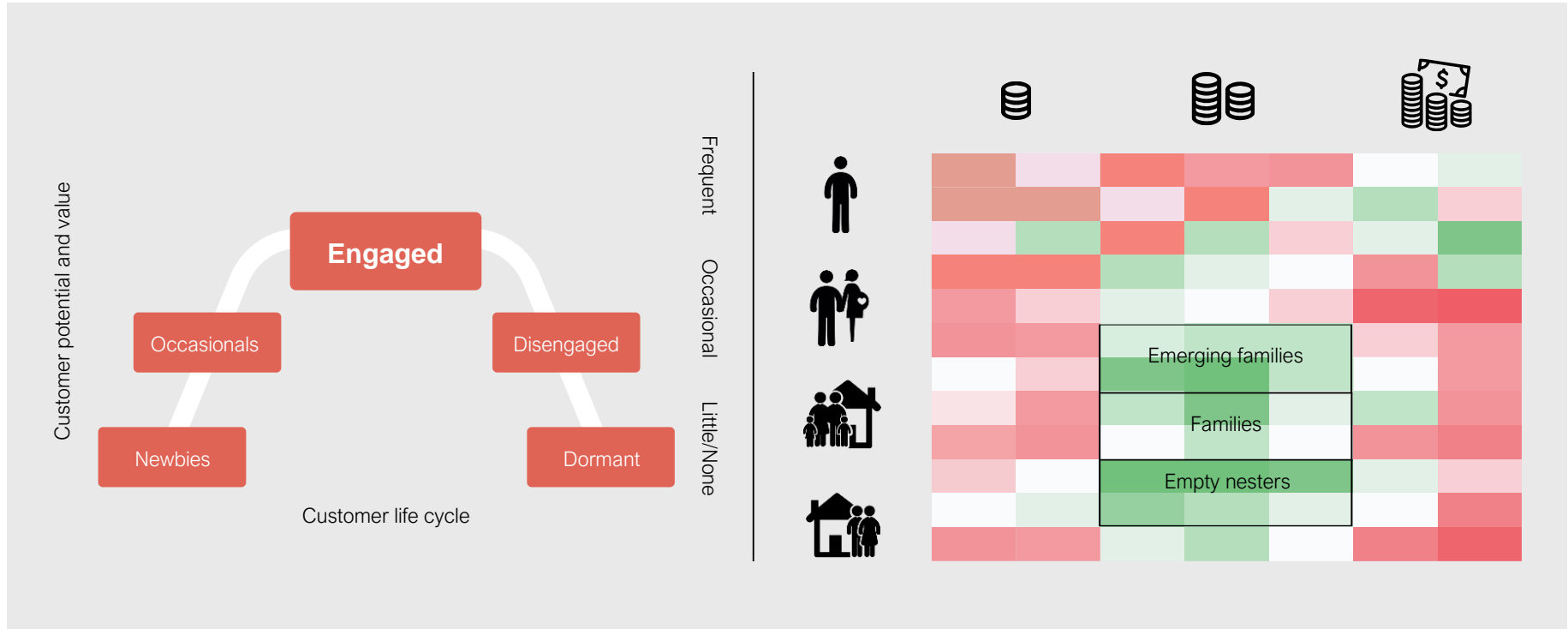
2019 -
De #1 in
hoofden en
harten van
gezinnen in
Nederland



Our business and operating model is based on a focused market segmentation



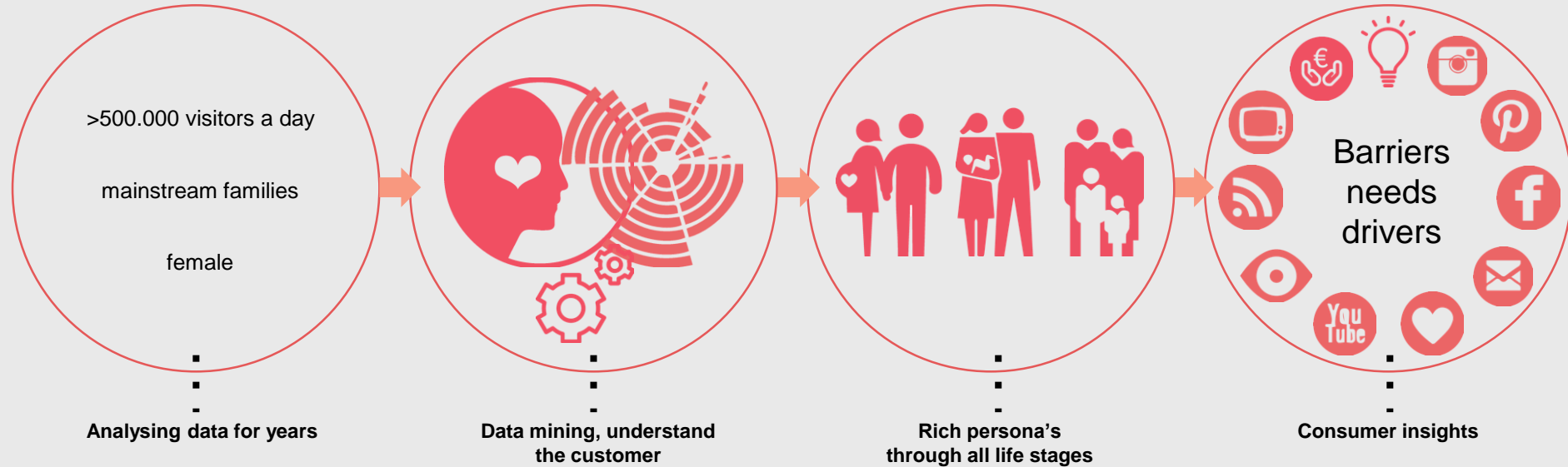
We know how to engage our customer and where to focus



We focus on 'families' – in every phase of their lives



Consumer insights is at the heart of how we design our offering









We build our value proposition on three equal pillars



Our customer decides what, where and when she wants it! And she likes to have it hassle free....

Unique payment proposition in the Netherlands



-  Direct payment
-  Pay later
-  Installment payments
-  Credit services

The customer is in charge with our unique delivery propositions





-  Free shipping >20.- euro's
-  Delivery at any place: home/work or parcel station
-  Different timeframes possible: morning, afternoon and evening
-  Changing the delivery appointment is possible, even at the day of delivery

Customer service: 365 days a year available

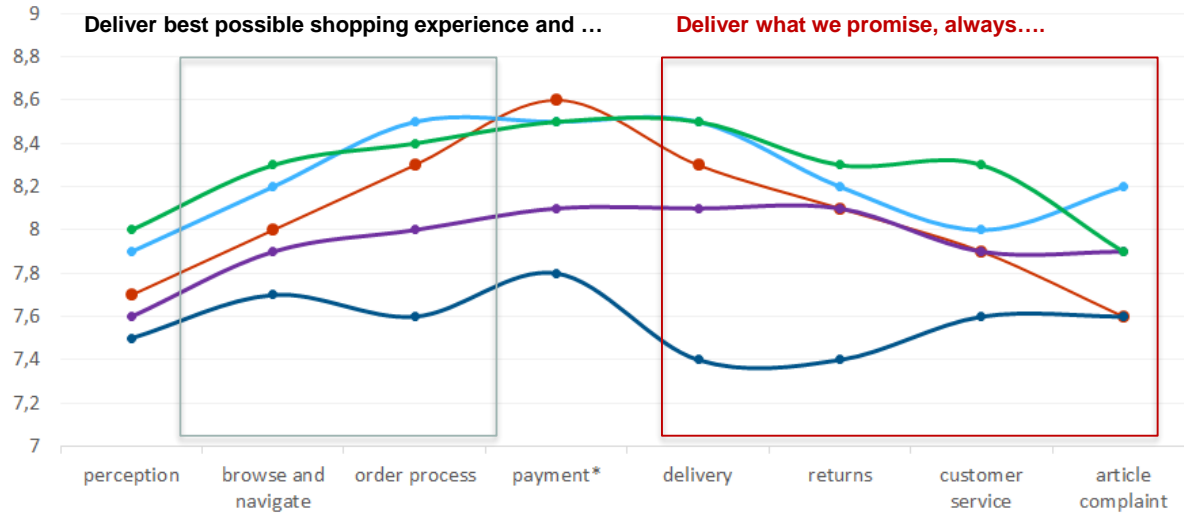


Carefree return process

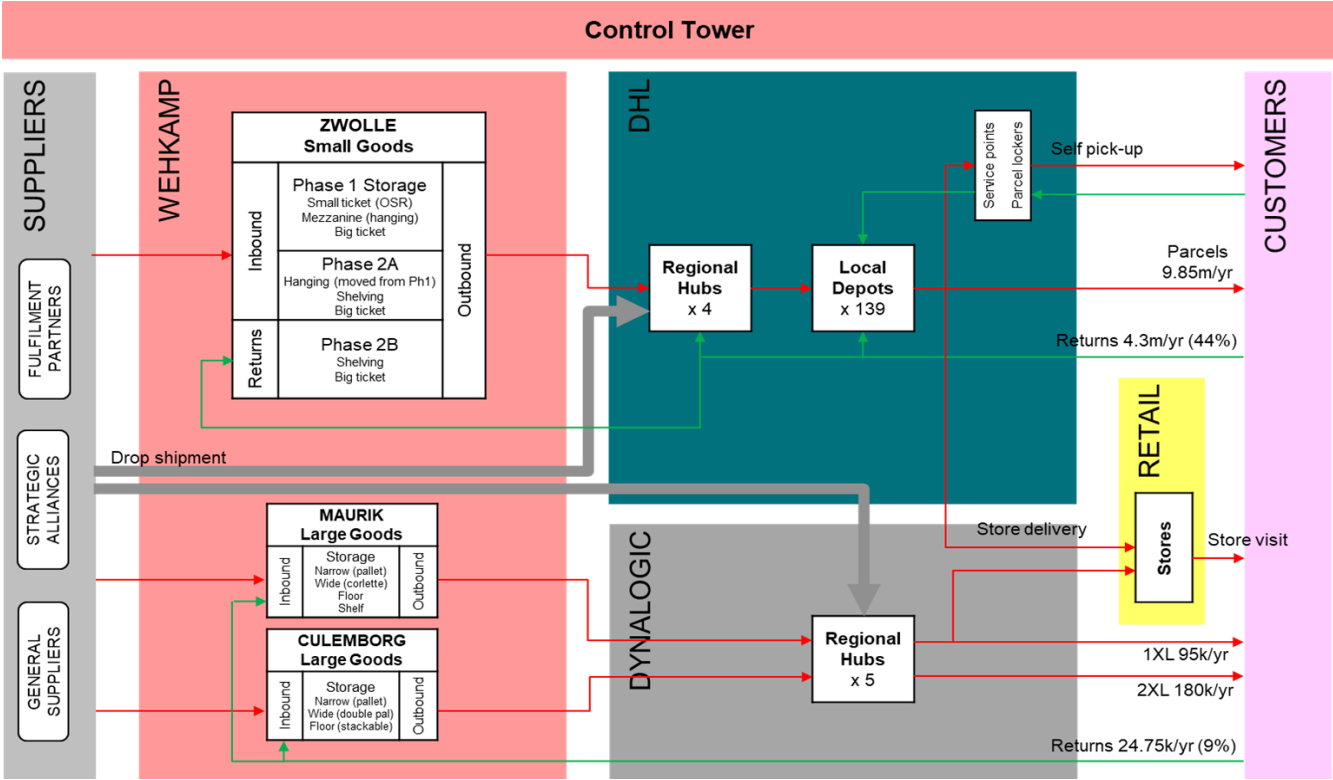


-  Pick up at home: timeframe and day of pick up to customers choice
-  DHL parcelstation

We know how to stay relevant for them.....



Our Fulfillment Network starts from our customer and end with our suppliers

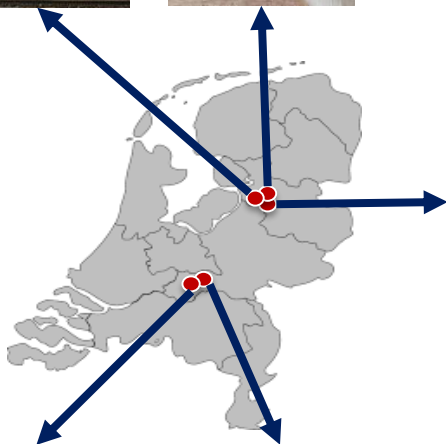


Sustainable operations set-up

Foto studio Zwolle



Hoofd Kantoor Zwolle



Grote producten
Culemborg



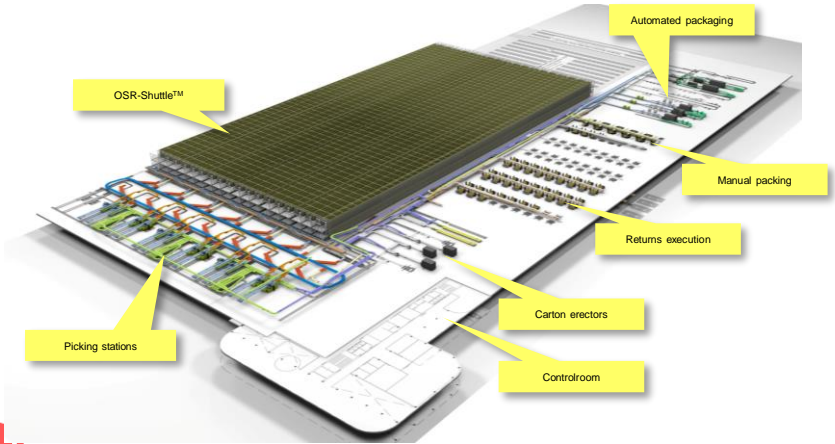
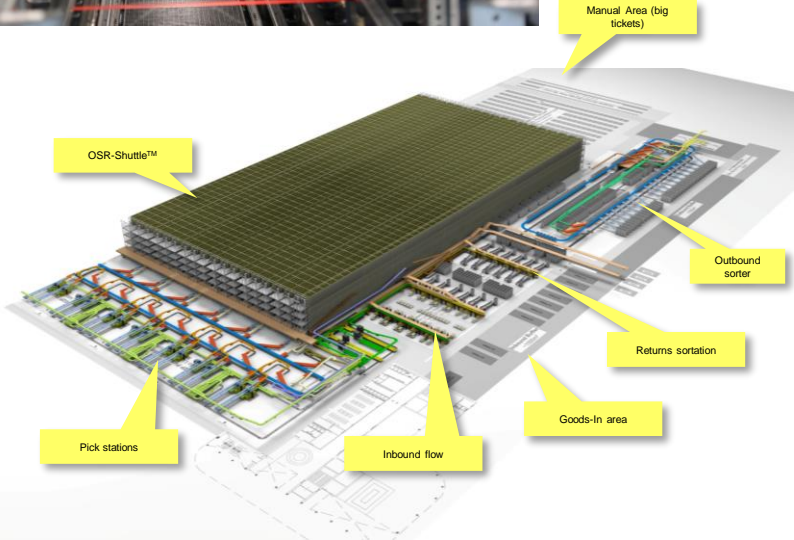
Grote producten
Maurik



Kleine producten Hessenpoort



Highly engineerd e-fulfillment operations



We know how to stay ahead based on continuous improvements





wehkamp