

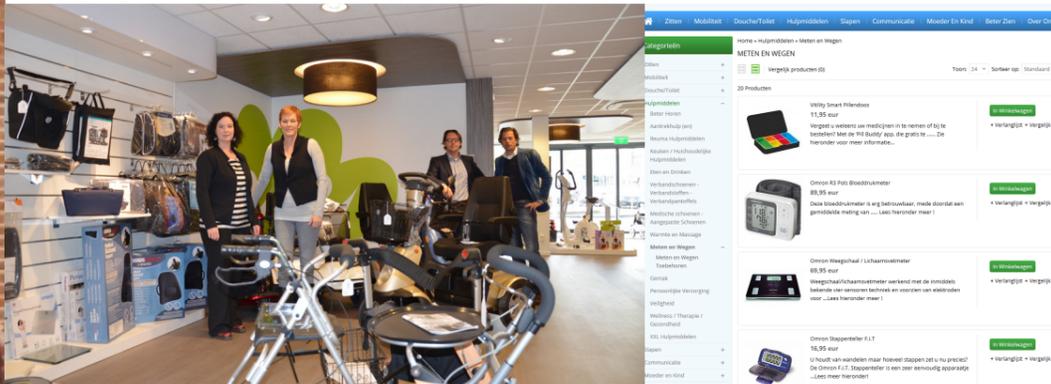


Domocare 9 years, 40 employees The Netherlands AAL2B

For almost a decennia Domocare provides consumers with information about home care assistance and sell solutions. To realise this they started with local shops that extended the means to provide people with extensive advice about possibilities.

Instead of only by phone or after arranging house visits, it gives people the freedom to inform themselves whenever it suits them by paying a visit to a nearby shop.

Domocare uses the shops as demonstration area where older adults or people with a disability can experience the benefits and characteristics of solutions.



Management:

The company is a cooperative organization, which means every shop is independent but affiliated with the Domocare cooperation who takes care of joint procurement of care solutions.

Communication/Marketing:

In addition to the local shops, the main page of Domocare also provides a webshop. Most solutions can be bought, but some solutions can also be hired for a period of time. Trust is considered one of the most important brand aspects, hence efforts are made to obtain a nationally well-known consumer guarantee certificate that is displayed on their webpage. In addition, they allow customers to write public reviews, not about the solutions themselves but about the organisation in general.

Ambition:

The ambition is to team-up with home automation integrators since this would vastly extend the range of advisory possibilities that visitors can be informed about.

B2C Characteristics



Business characteristics



General end-product/service characteristics

