





PROSHOP®

“Implementation of robotics for business development in the fight against Amazon”

ABOUT ME





Ivan Jæger Christiansen
CEO at Proshop
Central Region, Denmark

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[Proshop.dk](#)
[Aarhus BSS - Aarhus University](#)
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Experienced CEO with a demonstrated history of working in the media, data and IT industry. Specialties: Management, strategy, BTB and e-commerce.

 Proshop corporate video - english  Proshop corporate video - english

AGENDA

- ABOUT PROSHOP
- THE BIG CHALLENGE
- WHAT WE DID
- THE RED OCEAN
- HOW TO WIN?

ABOUT PROSHOP



BACK IN 1995



PROSHOP MILESTONES

2005 - 2018

FROM THE BEGINNING...

1995

Proshop ApS is founded by Poul Thyregod and three partners.

1996

Proshop launches Proshop.dk and opens up for online sale. Proshop's first physical store with focus on selling movies, computer games, stereo systems and computers.

1999

Poul Thyregod gains 100% ownership of Proshop.

2002

Proshop starts looking into the growth potential of using the internet as the primary sales channel.

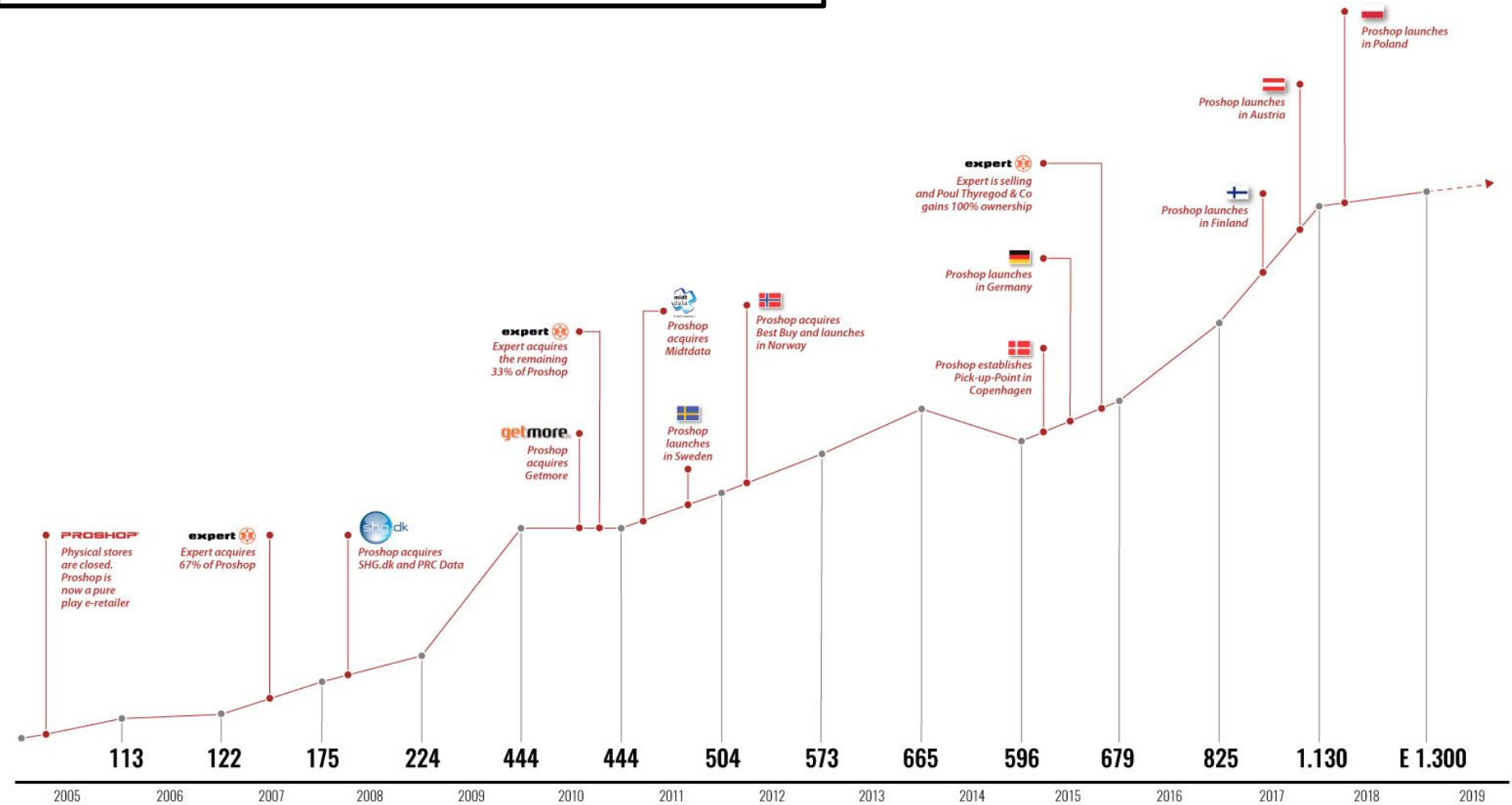
2003

Proshop starts drop shipment directly from suppliers to customers – i.e. Proshop only stocks the best selling product at the Company's own warehouse.

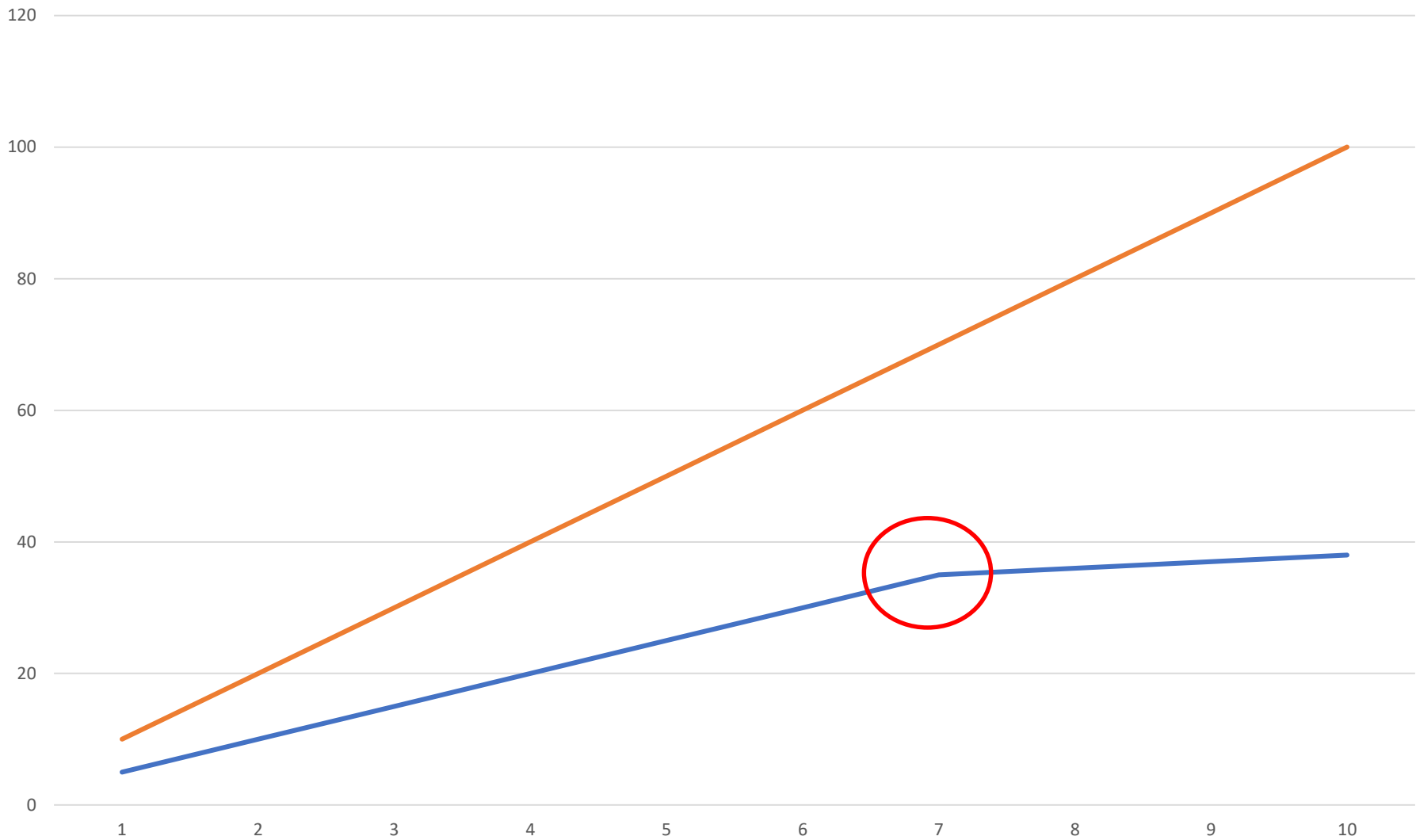
FINANCIAL RESULTS 2018 vs. 2017

Revenue: DKK 1.139.000.000 + 18 %

Ebitda: DKK 31.800.000 + 67 %



THE BIG CHALLENGE



THE WAREHOUSE DECEMBER 2017

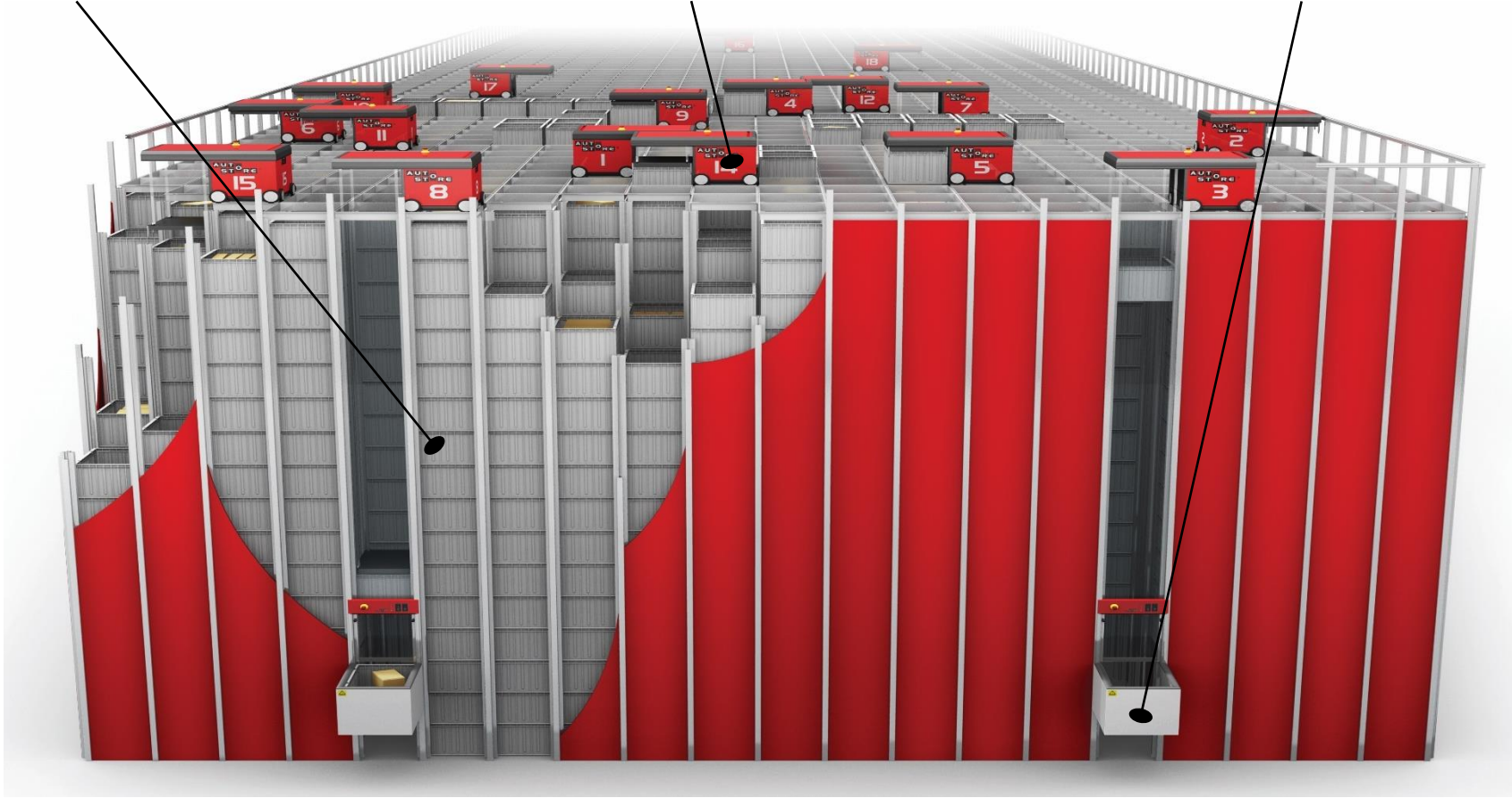




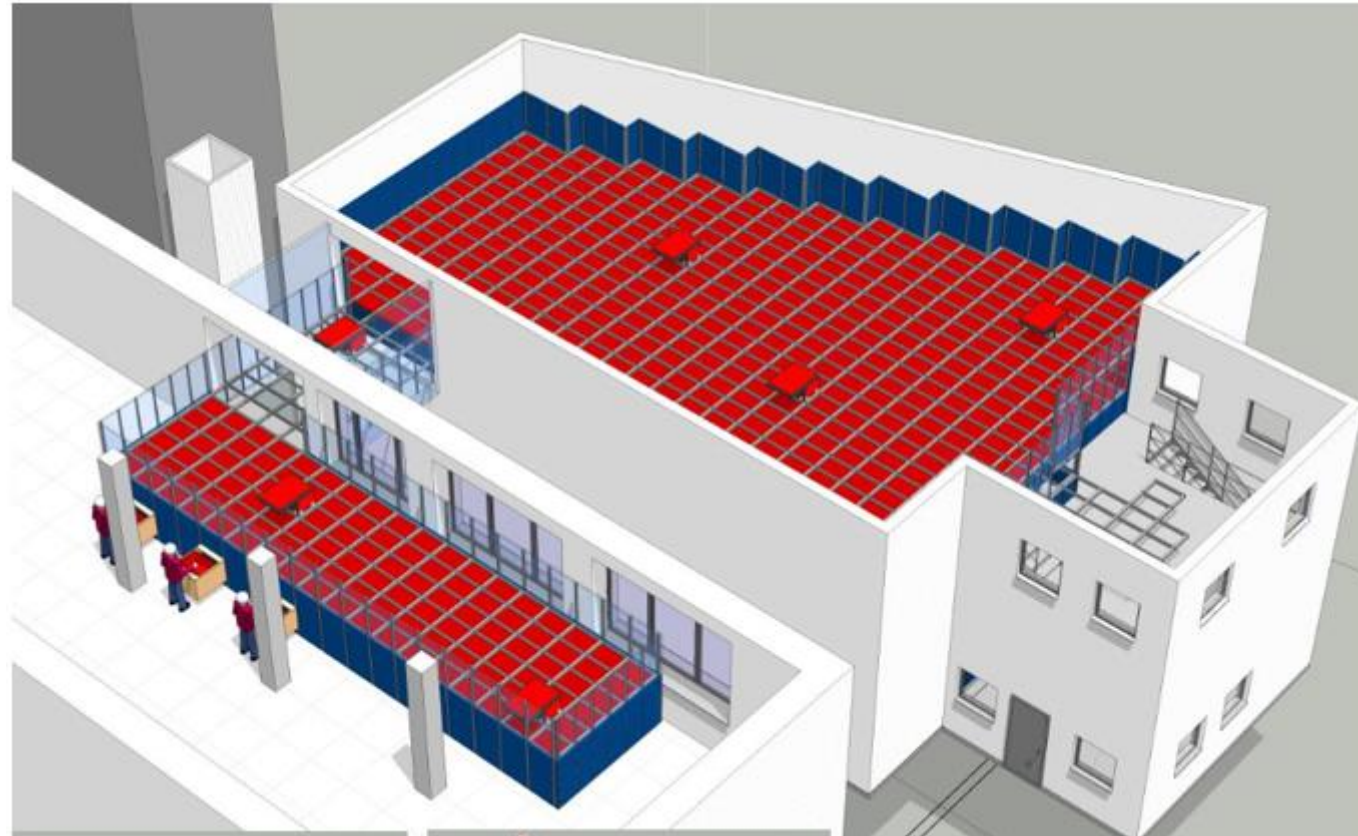


AutoStore –

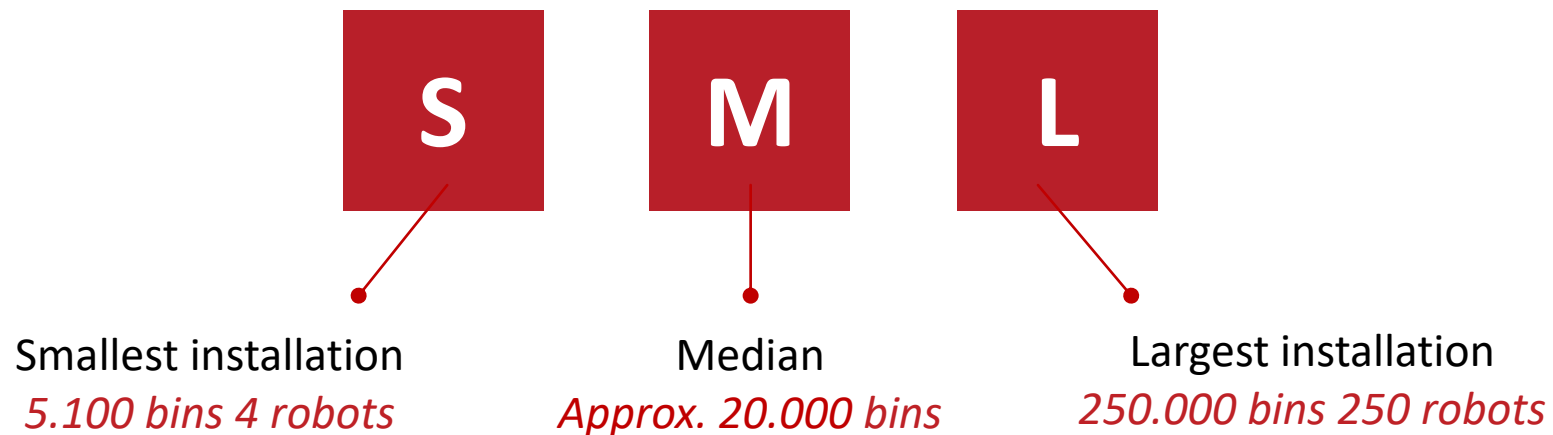
- Bins
- Robots
- Operator ports



Make it fit !



AutoStore. Size Small, Medium or Large ?



FUN FACT:

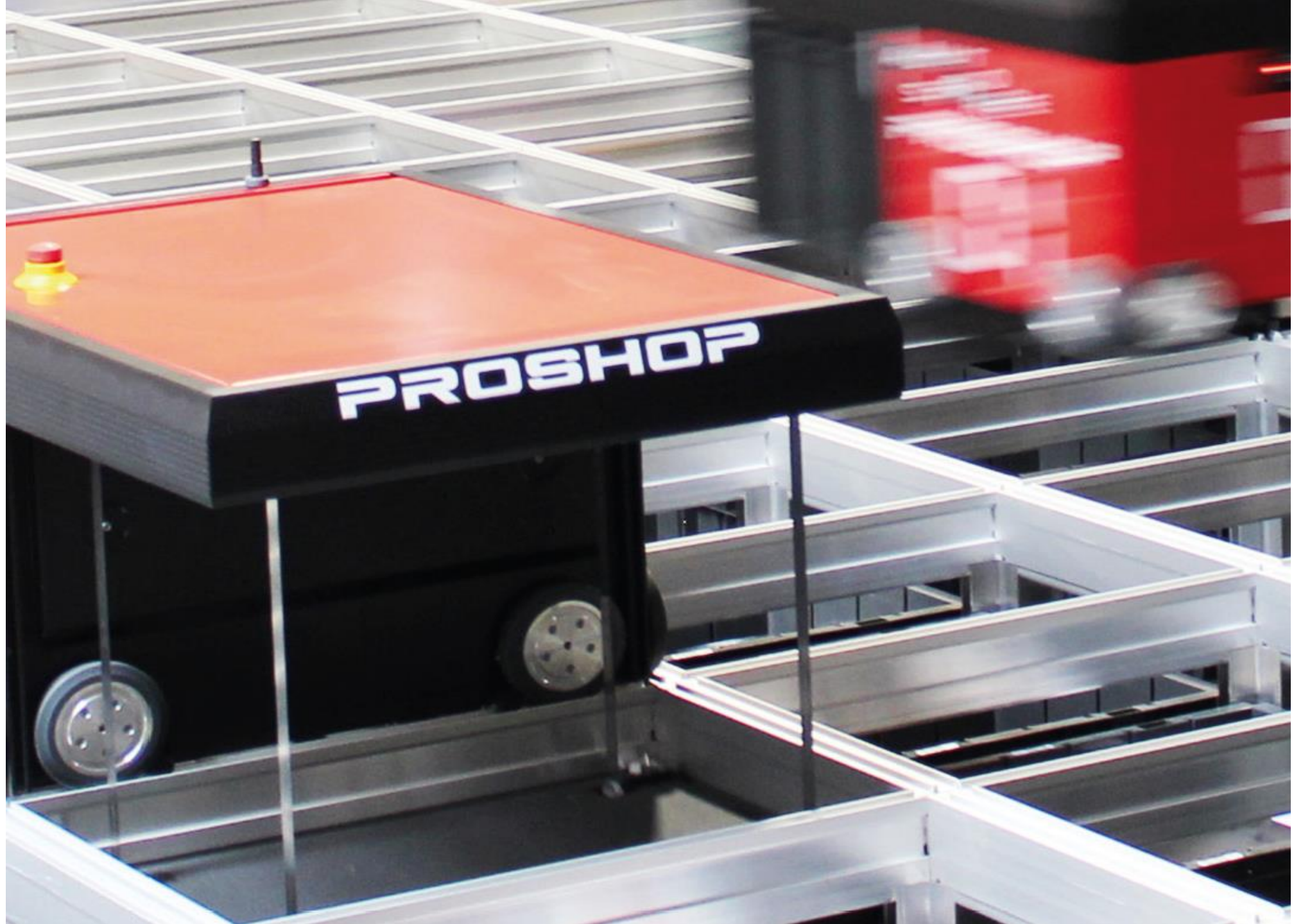
The sum of all the AutoStore robots delivered by Element Logic can drive around the world in just 2,5 hours



THE CHANGE IN NUMBERS

- From 4.000 til 14.000 ordres per day
- From 1 crane to 40 robots
- From 5.000 to 44.000 bins
- From 30 to 5 minuts
- Salaries per ordre decreased with 40 %

READY FOR
THE FUTURE



PROSHOP[®]

AMAZON MAYBE/ NOT

Swedish CEO: Amazon is expanding to Sweden within 12 months - "Then we're all dead"

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Tom Turula 24 Oct 2017 5:12 PM 25980



Patrick Sörqvist / SvD / TT

Nicklas Storåkers' Pricerunner had a revenue of roughly \$12 million (SEK 100 million) in 2016 (photo from 2006).


AMAZON MAYBE/ NOT



Stor dansk webshop om Amazons mulige entre i Danmark: "Nogle webshops kommer til at dø"

Rygterne svirrer om Amazons mulige entre på det danske marked. Den danske elektronik-webshop Proshop forventer at blive ramt på omsætningen, mens mange mindre webshops meget vel kan ende med at lade livet.

THE RED OCEAN

PROSHOP	Apple iPhone XS 64GB - Silver	På lager 1 dag	7.999 kr. Fri fragt	Til butik
cineMagic	Apple iPhone XS - Sølv - 64GB	På lager 2-3 dage	8.039 kr. Fri fragt	Til butik
				
nemmob11	Apple iPhone XS 64GB Space Grey	På lager 1-2 dage	8.189 kr. Fri fragt	Til butik
TELE2	Apple iPhone XS 64GB Space Grau	På lager 1-2 dage	8.236 kr. 8.206 kr. ekskl. fragt	Til butik
euronics	iPhone XS 64gb Silver	På lager 1-2 dage	8.299 kr. Fri fragt	Til butik
EL. ELGÅRD	iPhone XS 64gb Space Grey	På lager 1-2 dage	8.299 kr. Fri fragt	Til butik
wupti	Apple iPhone Xs 64GB Gold	På lager 1 dag	8.333 kr. Fri fragt	Til butik
CompuVail	Apple iPhone XS 5.8 64GB 4G Grå	På lager 1-2 dage	8.367 kr. 8.332 kr. ekskl. fragt	Til butik
Specialisten Phone	iPhone XS 64GB Silver	Ikke på lager	8.395 kr. Fri fragt	Til butik
Tele2aden	TILBUD Apple iPhone XS 64 GB		8.399 kr. Fri fragt	
STAVEN	iPhone XS 64GB silver	Ikke på lager 2-4 dage	8.435 kr. Fri fragt	Til butik
POWER	APPLE IPHONE XS 64GB GOLD	På lager 1-5 dage	8.489 kr. Fri fragt	Til butik
humac	iPhone Xs, 64GB, Gold	På lager 1-3 dage	8.499 kr. Fri fragt	Til butik
Egiganten Danmark Netbutik	iPhone Xs 64 GB (sølv)	På lager 1-5 dage	8.499 kr. Fri fragt	Til butik
Bilka	Apple iPhone XS 64GB Guld Gold	På lager 1-2 dage	8.515 kr. Fri fragt	Til butik
Boresko	APPLE IPHONE XS 64GB SØLV	Ikke på lager	8.624 kr. Fri fragt	Til butik
fatex	Apple iPhone XS 64GB Space Grey	På lager 1-2 dage	8.685 kr. Fri fragt	Til butik
Cool Computer	Apple iPhone XS 5.8 64GB 4G Grå		8.769 kr. Fri fragt	



PROSHOP	Oral-B Eiltandbørste Pro 2 2900 Duo CrossAction	Ikke på lager 5-6 dage	536 kr. 565 kr. inkl. fragt	Til butik
URUGO	Oral-B Eiltandbørste Pro 2 2900 Duo CrossAction	Ikke på lager 5-6 dage	536 kr. 565 kr. inkl. fragt	Til butik
KITCHENTIME	Oral-B Pro2900 CrossAction DUO Braun	På lager 1-3 dage	549 kr. Fri fragt	Til butik
coop.dk	Oral-B eiltandbørste - Pro2900 Duo	På lager 1-3 dage	549 kr. 588 kr. inkl. fragt	Til butik
CompuVail	Oral-B PRO 2 2900, 390 g, 10... 177 mm, 253 mm, 540 g, 2 stk	På lager 2-3 dage	564 kr. Fri fragt	Til butik
Merlin	Oral-B Eiltandbørste Pro 2 2900 Duo CrossAction	Ikke på lager 5-6 dage	565 kr. Fri fragt	Til butik
STAVEN	Pro 2 2900 CrossAction elektriske tandbørster 2 stk.	På lager 1-2 dage	573 kr. Fri fragt	Til butik
ELGIGANTEN	Oral-B Pro2 elektrisk tandbørste 2900	På lager 1-5 dage	599 kr. Fri fragt	Til butik
ELGIGANTEN	Oral-B - Pro 2900 Duo	På lager 1-2 dage	600 kr. Fri fragt	Til butik
hiv	Oral B - Tandbørste Pro2900 CrossAction - Duo Sort	På lager	600 kr. Fri fragt	Til butik
ELGIGANTEN	Braun Oral-B El-Tandbørste Pro2900 Duo	På lager	600 kr. 660 kr. inkl. fragt	Til butik
KOMPLETT	Oral-B 2 2900 Elektrisk Tandbørste, 2stk	På lager	649 kr. 698 kr. inkl. fragt	Til butik

READY FOR
THE FUTURE



PRICE



AVAILABILITY



QUALITY

LOGISTICS

- ✓ SPEED
- ✓ COSTS
- ✓ CAPACITY



THINK AS A
F1 DRIVER



LESS THINKING
MORE ACTION



ONE STEP
AT THE TIME



PROSHOP®

CONSTANTLY
SCOUTING



NO LOYALTY

loyalty

[loi-uhl-tee] 

[SYNONYMS](#) | [EXAMPLES](#) | [WORD ORIGIN](#)

[SEE MORE SYNONYMS FOR *loyalty* ON THESAURUS.COM](#)

noun, plural **loy·al·ties**.

- 1 the state or quality of being **loyal**; faithfulness to commitments or obligations.
- 2 faithful adherence to a sovereign, government, leader, cause, etc.
- 3 an example or instance of faithfulness, adherence, or the like:
a man with fierce loyalties.

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