

The Brodos Group

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Headquartered in Baiersdorf in central Franconia, Brodos Group (founded in 1991) employs about 450, has a turnover of 427 million euros (2016/2017 FY), and is one of the largest mobile communications distributors in Germany. The company's customer base includes small mobile phone stores, large electronics stores, heavyweights in e-commerce and more than half of the German DAX corporations. Brodos is an official partner of the leading manufacturers (Samsung, Nokia, LG, Huawei and many more) and network operators (Telekom, Vodafone, Telefónica) in Germany and supplies around 5,000 listed specialist retailers.

The self-developed brodos.net Internet platform has been continuously optimized over the years up to the Omnichannel solution for retail. Since 2015, this solution in the form of a "networked store" has been used successfully by more than 800 specialist retailers. Across all channels, the brodos.net system enables retailers to combine the advantages of online and offline. The basis for this is always the personal service and the professional advice of the retailer on site. Together, the existing infrastructure will be built upon and the networked shop will be designed. The declared goal: to make online shopping a regional affair in the future and, with the extended store shelf, mobile shopping solutions and digital end customer marketing, to make the retailer a local hero. Processing, processes, Internet pricing in real time and delivery to home or shop are part of the brodos.net service and complete the Omnichannel package - easy and uncomplicated for the retailer to book (www.brodos.net).

Brodos AG was awarded the BAYERNS BEST 50 prize in 2015 as one of the fastest-growing companies in Bavaria and has also been awarded the Premium Distributor rating in the Telecom Handel readers' poll in recent years.