



The German company Otto group owns and operates Otto.de, an online B2C retail place for a wide range of products operating in Europe.

<p>Business Model</p> <ul style="list-style-type: none"> - Fulfillment by seller - Fulfillment by platform - Platform retailing/ Vendor central - B2C 	<p>Market reach and product reach</p> <p>Market reach: The primary market is Germany, but many cooperation partners/subsidiaries mainly in Europe and a few in Asia/USA.</p> <p>Product categories: Fashion, Sports, Shoes, Multimedia, Furniture, Kitchen, Textiles, Furniture, Home improvement, and Toys</p>
<p>Enrolment process, fees, and commission</p> <p>Enrolment process difficulty: 3/5 Individual and tailored agreements with companies; Requirements: operate an online shop, 1000 articles, logistical capabilities, connection to a data service provider for product data</p> <p>The amount of fees and commissions depends on various criteria: the size of partner or the number of goods, the type of goods, and the choice of connection model. Otto negotiates the amounts with each partner individually and tailored to the requirements.</p>	<p>Sellers</p> <p>Brand protection: 3/5</p> <p>Tools: Otto market (processing, management, logistics, and financial services), Otto affiliate, Retargeting, Web tracking, Customer feedback</p> <p>Payment options: Unknown</p>
<p>Tech integration</p> <p>Technical integration rating: 3/5 Languages: ReactJs./Redux, HTML5, CSS, JavaScript, NodeJS. API: The OTTO API is a REST-based API with OAuth 2.0 authentication and authorization and responses in HAL-JSON format.</p>	<p>Customer ownership (scale; low/medium/high) Platform-centric: 2/5 Buyer-centric: 5/5 Seller centric: 3/5 Compliant centric: 4/5</p> <p>Return policy: 30 days FREE return, FREE (third party seller different policy applies)</p>