

Activité Switzerland



product information

Activité offers its customers products with which they can actively contribute to improving their quality of life.

The Activité range includes health and personal care products, everyday aids, household items and much more to make life at home as attractive as possible.



website: www.hobby-online.ch/activite-new.html
last update: April 2023

target group characteristics

sexcode

women: 74% men: 26%

target groups

- + everyday helpers
- + age: 50 years +
- + abroad
- + abroad french Switzerland
- + abroad german Switzerland
- + women
- + health
- + novelties
- + seniors

order value (Ø) : Sfr 65,00

acquisition

- + catalogue mailing
- + online
- + webshop

quality

- + real age
- + proof of origin
- + date of purchase
- + Robinson cleaned

selections and prices

6.963	clients 0-6 months dt.CH	Sfr 340,00	o/oo
3.124	clients 7-12 months dt.CH	Sfr 320,00	o/oo
4.147	clients 13-24 months dt.CH	Sfr 300,00	o/oo
3.301	clients older than 24 months dt.CH	Sfr 280,00	o/oo
4.870	clients 0-6 months fr.CH	Sfr 340,00	o/oo
2.201	clients 7-12 months fr.CH	Sfr 320,00	o/oo
2.791	clients 13-24 months fr.CH	Sfr 300,00	o/oo
2.399	clients older than 24 months fr.CH	Sfr 280,00	o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat