

DEMA Group - Unified Platform

Strategy, documentation, and scaffold for the DEMA Group unified e-commerce platform.

Note: The working DEMA webshop implementation is at [Cloesick/DemaFinal](#)

Structure

```
dema-group/
├── apps/                                # Application scaffolds
│   ├── portal/                         # ☐ Master portal (demagroup.be)
│   ├── fluxer/                         # Fluxer placeholder
│   ├── beltz247/                       # Beltz247 placeholder
│   ├── devisschere/                   # De Visschere placeholder
│   └── accu/                           # Accu placeholder
├── packages/                           # Shared packages (planned)
│   ├── ui/                             # Shared UI components
│   ├── config/                         # Shared configuration
│   └── data-utils/                     # Data processing utilities
├── docs/                               # Strategy & technical documentation
│   ├── DATABASE_SCHEMA.md             # Multi-company database design
│   ├── BUSINESS_FEATURES.md           # Feature specifications
│   ├── ERP_INTEGRATION.md             # ERP integration specs
│   ├── MIGRATION_AND_SCALING.md       # Scaling roadmap
│   └── ...                             # More docs
└── scripts/                            # Build & data scripts
```

Companies

Company	Domain	Specialization	Status
DEMA	demashop.be	Pumps, pipes, tools	☐ Live (DemaFinal)
Fluxer	fluxer.be	Valves, instrumentation	Planned
Beltz247	beltz247.com	Conveyor belts	Planned
De Visschere	devisscheretechnics.be	Irrigation	Planned
Accu	accu-components.com	Precision components	Planned

Documentation

Technical Specifications

- [Database Schema](#) - Multi-company data model (30+ tables)
- [Business Features](#) - 84 features specification
- [ERP Integration](#) - Odoo, Exact Online integration
- [Migration & Scaling](#) - Growth roadmap

Architecture

- [Architecture Decisions](#) - ADRs
- [Tech Stack](#) - Technology choices
- [Scalability Analysis](#) - Performance planning
- [GitHub & Hosting](#) - Infrastructure options
- [True Cost Analysis](#) - Budget projections

Strategy Documentation

- [Executive Summary](#) - High-level strategy overview
- [Company Profiles](#) - Individual company analysis
- [SWOT Analysis](#) - Strengths, weaknesses, opportunities, threats
- [Synergy Matrix](#) - Cross-company synergies

Market Analysis

- [Benchmark Analysis](#) - Kramp & Sodeco analysis
- [Competitive Landscape](#) - Market positioning
- [Target Segments](#) - Customer segments

Integration Strategy

- [Integration Roadmap](#) - Phased integration plan
- [Technical Architecture](#) - Platform architecture
- [Data Integration](#) - Product data unification
- [Brand Strategy](#) - Unified vs multi-brand

Action Plans

- [Phase 1: Foundation](#) - 0-6 months
- [Phase 2: Integration](#) - 6-18 months
- [Phase 3: Expansion](#) - 18-36 months
- [KPI Dashboard](#) - Success metrics

Financial Projections

- [Investment Requirements](#) - CapEx/OpEx
- [ROI Analysis](#) - Return projections
- [Risk Assessment](#) - Risk mitigation

Appendices

- [Glossary](#) - Industry terms
- [References](#) - Sources and links

Getting Started

```
# Install dependencies
pnpm install

# Run portal scaffold
pnpm dev --filter=portal
```

Related Repositories

Repository	Description
Cloesick/DemaFinal	DEMA webshop (production)
Cloesick/dema-group	This repo (strategy & scaffold)

License

Proprietary - DEMA Group

Last Updated: December 2024

Merged from: `group-strategy/` *repository (December 2024)*