



Prospectiva:
We don't build AI for your business.
We build your business for AI.

PROSPECTIVA™ AI COMPETITIVE EDGE™

Strategic AI Diagnostics & Commercial Action Plan

Client: HOME CHIC HOME d.o.o.

Registered office: Ankaran, Slovenia (SKD G46.190 — Sales brokerage)

Market volume: Slovenia / Adriatic Sea Region / EU cross-border markets

Metodologija: Prospectiva™ Multi-LLM Triangulation (ChatGPT, Claude, Gemini)

EXECUTIVE SUMMARY

The purpose of this diagnostic is to define how artificial intelligence systems (Large Language Models (LLMs, such as ChatGPT, Gemini, Claude, Perplexity) are understood, classified and recommended **by HOME CHIC HOME d.o.o.** in commercial inquiries of professional B2B buyers.

The main finding of the analysis is that the company HOME CHIC HOME d.o.o. has a significantly stronger and more differentiated real business identity than it results from its publicly available digital presence. The data confirm that the company acts as a specialized B2B broker, importer, distributor and regional commercial representative for recognized international brands in the field of furniture, bathrooms and interior design.

However, the AI system does not currently perceive the company as a single, clearly defined entity. Due to the scattered and non-centralized signals on the web, the company faces the risk of misinterpretation (like a classic retail store or design studio) and an extremely critical risk of *entity collision* with the American B2C brand "Home Chic Home".

The key solution for the company is not to create more generic content, but to establish a clear, machine learning-friendly **entity architecture** that unambiguously connects the legal entity, the brands represented, the exclusive geographic markets, and the target B2B customers.



1. CURRENT AI REPRESENTATION

1.1 Business Fact Checked (Reality Base)

On the basis of public business registers and independent data of manufacturers, the following indisputable facts about the company have been established:

- **Legal name and registered office:** HOME CHIC HOME d.o.o., Ankaran, Slovenia.
- **Registered activity:** SKD G46.190 — Intermediation in the sale of miscellaneous products (wholesale trade brokerage).
- **Business model:** B2B intermediary, importer and distributor that connects foreign manufacturers of interior design with professional buyers (dealers, showrooms, architects, designers, e-retailers and catering facilities).
- **Official representations (Independent evidence):** Official data from the manufacturer *The.Artceram* confirms Home Chic Home as the official representative for the territory of the countries of the former Yugoslavia. The data from the manufacturer *Gruppo Geromin* also confirms the representative relationship for the markets of Slovenia, Serbia, Montenegro, Bosnia and Herzegovina and North Macedonia.

1.2 Perceived digital representation

Currently, the indexed digital footprint shows the company in the following dimensions:

Entity dimension	Description in the Digital Ecosystem
Primary identity	B2B Commercial Broker and Commercial Agency
Activity category	Wholesale trade, import & distribution, brand representation
Product areas	Furniture, bathroom equipment, interior fittings, decor, textiles
Target groups	Independent retailers, loungers, architects, interior designers, hoteliers
Geographical	Slovenia, Adriatic Sea Region (Adriatic / Western Balkans), EU



Entity dimension	Description in the Digital Ecosystem
reach	

1.3 Gap in the interpretation of AI systems

Since AI algorithms draw data from multiple mismatched sources, there are currently four possible interpretations of the company:

1. **Interpretation A:** A classic retail furniture and décor (B2C) store.
2. **Interpretation B:** B2B importer, distributor and wholesale broker.
3. **Interpretation C:** Official Commercial Agency / Regional Representative of Foreign Trademarks.
4. **Interpretation D:** Studio for interior design and styling of premises.

If the AI does not understand the primary hierarchy between these interpretations, it will show the company at the wrong user intent (e.g. when the end customer queries *"where to buy a cheap sofa"* instead of when the B2B query *"who represents Italian bathrooms in Slovenia"*).



2. YOUR BUSINESS VS. YOUR AI REPRESENTATION

A comparison between the actual business model and the way AI algorithms profile a company reveals key commercial gaps:

Dimension	The Reality of Business (Reality)	AI Representation	Commercial impact of the gap
Business role	B2B commercial agent and regional distributor of premium brands.	General home furnishing company or furniture store.	Loss of B2B authority and dilution of primary value.
Target customer	B2B professionals (architects, loungers, e-commerce, investors).	End consumers (B2C) who are looking for individual products.	Getting irrelevant inquiries and dropping out of B2B tenders.
Geography	Regional representative with exclusive to the Western Balkans.	A local Slovenian company with no clear cross-border authorizations.	Ignoring the company in regional B2B inquiries.
Brand portfolio	Official regional partner of renowned Italian manufacturers.	Unrelated trademarks without clear legal relationships.	Absence from brand-specific recommendations.

3. COMPETITIVE POSITION



3.1 Competitive advantages in the AI space

- **Differentiation of the business model:** Registered brokerage activity and certified dealerships give the company a unique position. The company in AI systems does not compete with the scope of its own warehouse catalog (like large shopping centers), but as *a commercial bridge between manufacturers and professional buyers*.
- **Strong external authority signals:** The company's indications on the official websites of manufacturers (e.g. Artceram, Geromin) represent the top external confirmation signals (E-E-A-T), which classic traders do not have.

3.2. Competitive weaknesses and risks

- **Dispersion of evidence:** Official representations exist on manufacturers' websites, but they are not presented in a structured and consolidated manner on the company's own digital points. This makes it difficult for AI to build a comprehensive Knowledge Graph: *Brand ↔ Home Chic Home ↔ Territory ↔ B2B Buyer*.

- **Critical Entity Collision (HIGH RISK):**

A direct-to-focus B2C e-commerce with an almost identical name operates on the global market: Home Chic Home (USA).

Since the two companies have almost the same name and operate in the same broader industry (home furnishings), there is an extremely high risk that AI models mistakenly combine or replace data from both companies, leading to a complete distortion of profiling.



4. AI GAPS & RISKS

Risk type	Description of the finding	Risk level	Commercial consequence
Entity Confusion	Replaced with Home Chíc Home (USA).	CRITICAL (HIGH)	AI generates data on U.S. pricing, B2C offer, and delivery instead of B2B representation.
Misunderstanding	AI treats the company merely as a general furniture store.	HIGH (HIGH)	The company falls into a direct comparison with mass B2C marketers.
Misclassification	Classified as a B2C interior fitting service.	MEDIUM-HIGH	AI does not recommend the company to architects and investors as a wholesaler.
Omission	Drop out of responses to specific brand queries.	HIGH (HIGH)	When a customer searches for a representative for a specific brand in a region, the company's AI doesn't list it.
Misrepresentation	Description of the company without indication of exclusive regional rights.	MEDIUM	Customers do not recognize the company as an official distributor.



5. PRIORITY ACTIONS

P1 - CRITICAL: Canonical entity lock and Entity Disambiguation

What to change: Consistently use the unique canonical name and description across all digital channels, legal documents, directories, and structured data:

HOME CHIC HOME d.o.o. – Ankarana, Slovenia

Primary description: Slovenian B2B trade brokerage, importer and regional distributor of international brands of furniture and interior equipment.

Why: This directly eliminates the confusion with the US B2C brand and gives the AI algorithm an unambiguous geographical and business anchor.

P1 — CRITICAL: Building a Structured Directory of Representations (Brand Architecture)

What to change: Establish a machine-readable structure of the brands represented on your website in the format:

Brand X → Official Representative: HOME CHIC HOME d.o.o. → Role: Regional Agency / Distributor → Covered markets: Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, North Macedonia → Target customer: B2B / Showrooms / Architects

Why: Prevents dropouts from responses (Omission) and converts distributed external vendor validations into an internal proprietary knowledge base for AI.

P2 — HIGH: Structural separation of the B2B segment from B2C

What to change: Clearly divide the content and navigation on the portal into a professional part (for architects, projects, dealers) and a general presentation part.

Why: AI models accurately analyze the purpose of the content (User Intent). A clear B2B structure ensures ranking among wholesalers.

P3 — MEDIUM: Structured Data Implementation (JSON-LD Schema Markup)

What to change: Embedding the advanced schema 'Organization' / 'WholesaleStore' with explicitly defined attributes 'knowsAbout', 'areaServed' and 'brand'.



6. IMPLEMENTATION ROADMAP

Time frame	STEPS AND ACTION PLAN
TODAY (Immediate action)	1. Canonical Description Lock: HOME CHIC HOME d.o.o., Ankaran, Slovenia. 2. Inventory of all verified and contracted brands, regions and B2B applications. 3. Review and unification of all existing public profiles (Google Business, B2B directories).
30 DAYS (Structural improvements)	1. Establishment of dedicated B2B landing pages by customer categories (For architects / For salons / For projects). 2. Embedding JSON-LD structured data on a website. 3. Publication of an official index of represented brands with clear definitions of regional rights.
90 DAYS (Authority and Ecosystem)	1. Obtaining backlinks / brand references from parent manufacturers. 2. End-to-end verification in AI search engines (ChatGPT Search, Perplexity, Gemini, Claude). 3. Establishment of quarterly monitoring of AI representation.



7. AI COMPETITIVE EDGE™ TOOLS

Use the following control tools to check and verify the progress of representation in AI systems in real time:

Tool 1 — Test razločevanja entitete (Entity Disambiguation Prompt)

Question for AI: "Which companies do you know under the name Home Chic Home and what is the difference between a Slovenian company and an American brand?"

Desired answer: AI needs to clearly recognize HOME CHIC HOME d.o.o. from Ankarana as a B2B representative and separate it from American e-commerce.

Tool 2 — Test komercialne vloge (Commercial Role Prompt)

Question for AI: "What is the primary business activity of HOME CHIC HOME d.o.o. from Ankarana?"

Desired answer: The company is a B2B trade broker, importer and regional distributor of furniture and interior equipment.

Tool 3 — Brand Ownership Prompt

Question for AI: "Who is the commercial representative for the The.Artceram or Gruppo Geromin brand in Slovenia and the former Yugoslavia?"

Desired answer: AI must list HOME CHIC HOME d.o.o. as its primary regional partner and representative.

STRATEGIC CONCLUSION FOR CEO

The company HOME CHIC HOME d.o.o. does not have a lack of information or lack of recognition on the market. Its challenge lies in the architecture of representation.

The key external evidence of your value (representation of recognized brands, exclusive marketplaces, B2B orientation) currently exists separately and disjointed in the online ecosystem. By implementing the proposed measures, you will achieve that whenever there is an AI question regarding the distribution, representation or procurement of premium equipment in the region, your company will be recognized as the primary, logical and direct answer.

The report was produced on the basis of the Prospectiva™ AI Competitive Edge™ methodology using triangulation of independent AI systems.



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Prospectiva

Your AI Brand Reputation Protection & Control Partner

We help businesses measure, improve and protect how they are represented by AI.

We don't build AI for your business.

We build your business for AI.

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