



Project Presentation

23E99906 CAPSTONE:
MARKETING

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AGENDA

- PROJECT BACKGROUND
- METHODS
- CASE REFLECTION ON THEORY
- MANAGERIAL RECOMMENDATIONS



PROJECT BACKGROUND

COMBI WORKS

- Family-run Finnish subcontractor of industrial components
- Founded in 2005

MANAGERIAL PROBLEM

- Recent name change from NC Sourcing to Combi Works
 - Goal: to better communicate actual offering
- However, only the name was changed. No brand identity nor specific brand strategy had been created.

➤ OBJECTIVES OF THE STUDY

- Understand the desired image of the new brand
- Provide concrete measures to reach desired vision:
 - Brand identity
 - Concrete measures to build the brand internally



METHODS



METHODS - INTERVIEWS

- Brand manager
 - Ideology of new brand not communicated clearly
 - Entrepreneurs' need to tell everything
 - Focus lost
 - Exhausting for receiver
- Sales manager
 - Concept is hard to sell
 - Core message missing
 - Difficult to understand

➤ INTERNAL AND SHARED BRAND PERCEPTION MISSING



METHODS – CUSTOMER SURVEY

Data received from Combi Works (72 contact information)

- Both Combi Works' current and potential customers
 - Responses 20
 - Response rate 27,8 %
- 3/20 global customers, rest of Finnish origin

- Mismatch concerning perceptions of Combi Works' brand between the company and its customers
 - Need for a wider customer survey in order to better understand customers

METHODS – CUSTOMER SURVEY

Perceptions about Combi Works

Scale 1-5	Traditional (1) vs. Forerunner (5)	Agile (1) vs. Rigid (5)	Local (1) vs. Global (5)
Mean	4,05	2,75	4,20
STD	0,69	1,02	0,83

- Customers' descriptions of Combi Works compared to its competitors
 - Versatile
 - Unique
 - Competitive prices
 - Slow reaction
 - No competitors



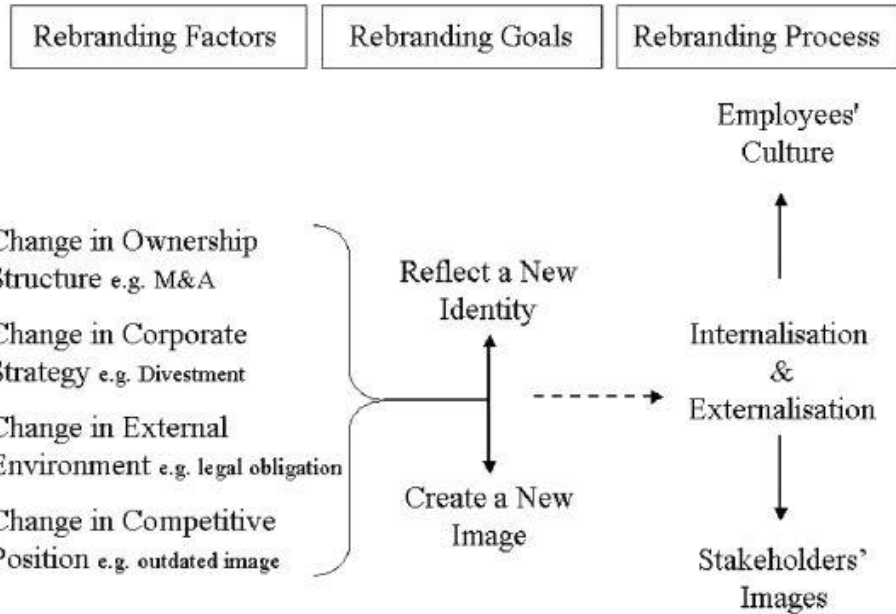
CUSTOMERS' CURRENT PERCEPTIONS OF COMBI WORKS





REFLECTION ON THEORY

THEORY - REBRANDING



Lambkin & Muzellec. (2004)

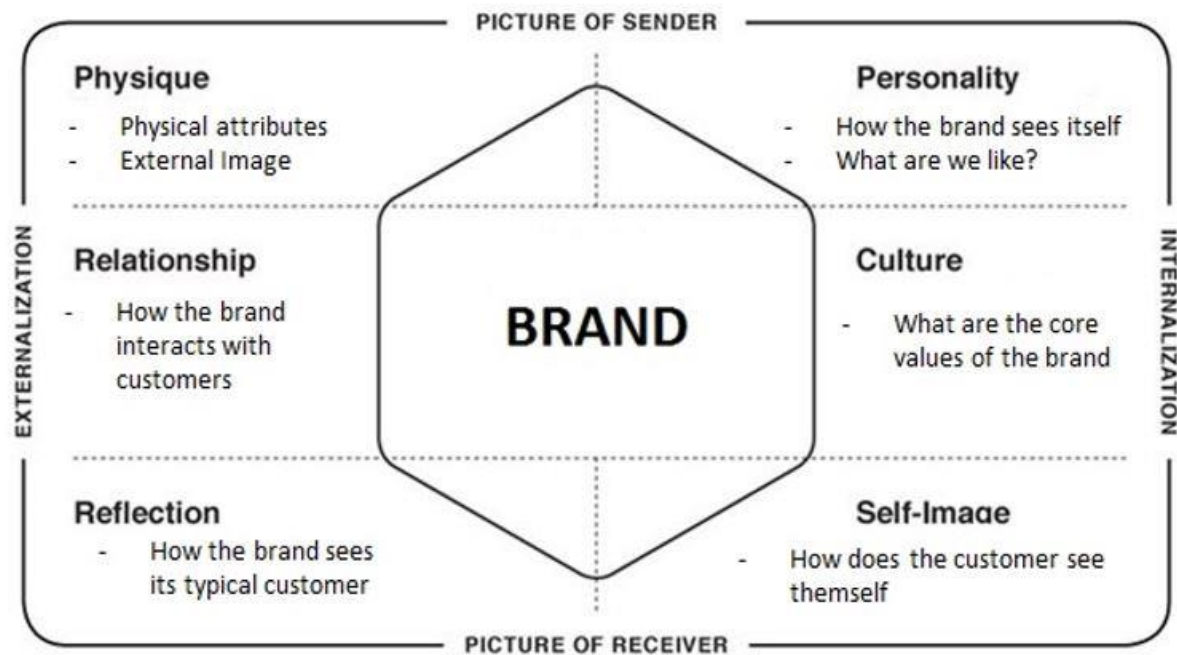
➤ ENABLERS IN THE REBRANDING PROCESS:

- Developing brand understanding ❌
- Internal brand activities ❌
- Continuity of brand attributes ❌
- Integrated marketing programme ❌

➤ BARRIERS IN THE REBRANDING PROCESS:

- Autocratic rebranding approach ✓
- Narrow brand revision ✓
- Inadequate research ✓
- Inadequate customer consideration ❌

THEORY – BRAND IDENTITY PRISM



Kapferer, 1992

Physique

- *Clear external image*
- *Too much information – focus lost*
- *Industrial, dynamic, energetic, international*

Physique

- *Coherent communications*





RECOMMENDATIONS

BRAND MAP FOR A MORE INTEGRATED COMBI WORKS



TARGET IMAGE

- Ingenious – “Nokkela”
- Flexible
- Forerunner
- Original – “Omintakeinen”

TARGET FEELING

- Making customers feel valued
- Inspiring customers with future’s way of working
- Making customers feel involved in future’s business

KEY THEMES OF BUSINESS

- Success achieved together with the customer
- Operating responsibly

- Understanding the customer and commitment to outstanding service
- Excellent service throughout the customer journey

STRATEGY KEY THEMES

- Global reach
- Strong growth
- Single partner

- Quality of products and service
- Cutting-edge business model

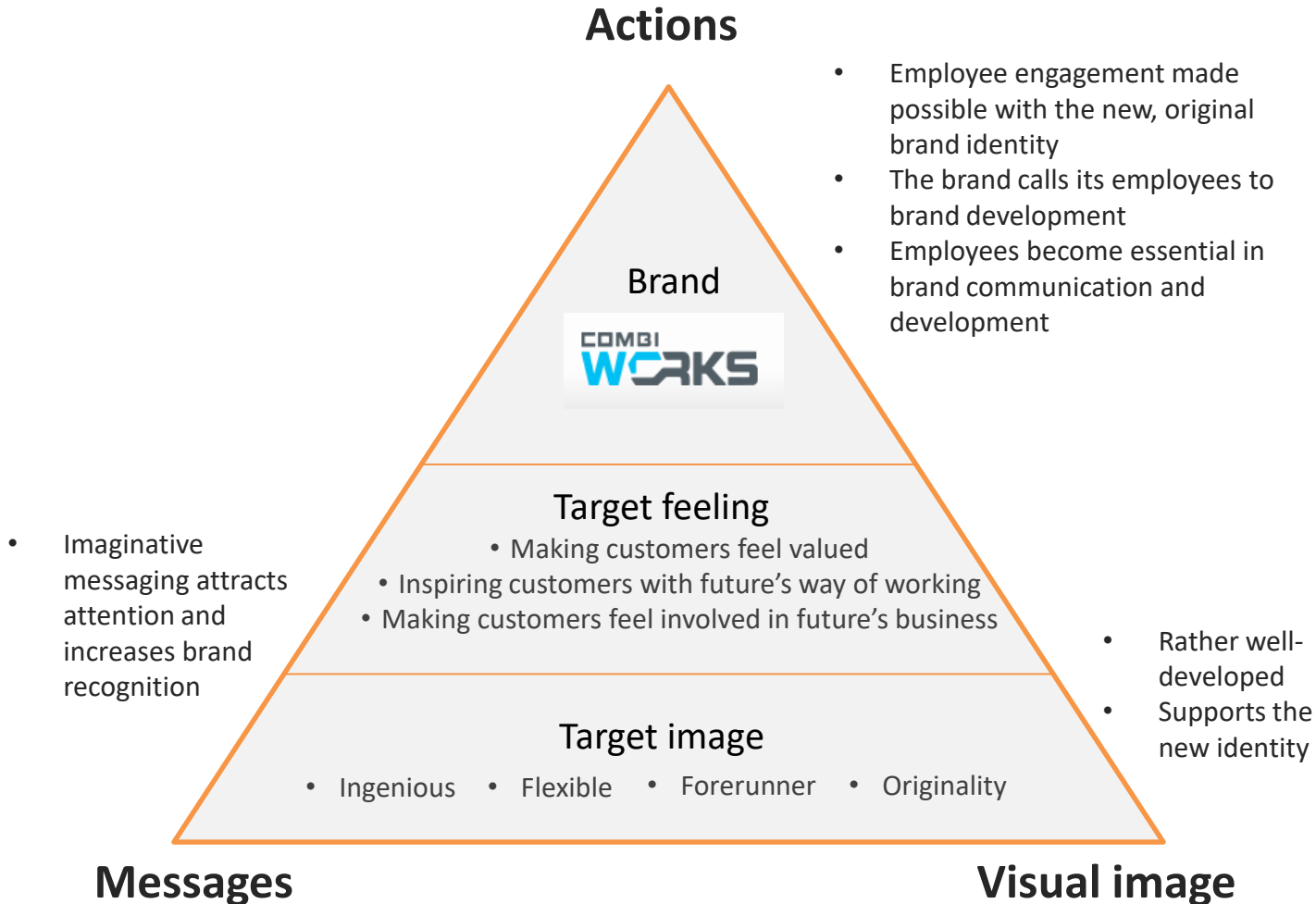
VALUES Originality, Reliability, Boldness, Inspiration

VISION With a combination of most efficient production, logistics, deliveries and added value services we are a cutting-edge manufacturing company in Europe while supporting sustainable development.

MISSION Combining best delivery performance and minimized costs to maintain customer competitiveness.

RECOMMENDATIONS

BRAND TRIANGLE





COMBI
WORKS

Combining Finnish intelligence and flexible production

Spurred by the growing international sales and business model development NC Sourcing is changing its name - are now Combi Works.



Combi Works Video

Watch

Brochure

Download company brochure in PDF-format.

Our Facebook Feed

01.10.2015



Success story regarding Combi Works Solar Uganda has been published on EEP site: <http://eepafrica.org/sun-spot/>

22.09.2015



Interesting article on Combi Works' revolutionary business in Hufvudstadsbladet 13.9.2015. [in Swedish] <http://hufvudstadsbladet.se/nyheter/2015/09/13/combi-works-revolutionary-business/>

Combi Works Briefly



Combining traditional and present-day ideas

Manhole Covers

We offer Manhole Covers and Gratings in all dimensions – our range also includes the well-received UniqueCover design Manhole Covers as well as other special products. The seating surfaces in our products are machined to provide perfect fit. Our range also includes lockable covers for higher safety requirements.

Please browse our catalogue at www.kaivonkansi.com

Manhole Covers – Standards

All Combi Works products are manufactured in accordance with European standard EN 124:1994. Our products are made from traditional grey cast iron (GIL), ductile iron (GJS, Spheroidal cast iron)

Channel Gratings

One of our fast-growing sectors is Channel Gratings produced in accordance with European standard EN 1433. We also offer other types of gratings and grids for the private and public sectors.

Industrial Valves

We supply Industrial Valves used in the construction and process industry made from iron and steel with Rubber Lining (HRL and ETFE etc.) as well as various films such as PTFE, Viton and Butyl.

Looking for a secure name in construction components?

Combi Works produces and imports products for the construction and process industry – keeping your process flowing.

We are your trustworthy partner for industrial components with large volumes. A strong name in several important sectors from manhole covers to valves.

This is Combi Works

Sales Manager

Combi Works

Combining the smart and the helpful

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COMBI
WORKS

A combination of originality and efficiency

A combination of original expertise and cutting-edge trendsetting

- The new, ingenious and bold brand identity will support Combi Works' vision of an international trendsetter
- The visual image is dynamic and international
- "Combining" –message will increase brand name recognition and communicate its witty identity
- Internal engagement made possible



THANK YOU!