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# EXPORTPLAN

Solidiwood

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APPLIED SCIENCES  
Faculty of Technology  
Woodtechnic  
Exportplan, Solidiwood  
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## 1 INTRODUCTION

This work`s idea was to make an exportplan for product you wanted to. I decided to take Solidiwood. There were many reasons why I took thisSolidiwood, but one of the main reasons was that Solidiwood is not in a market currently, but it is going to be a new very innovative product in the area of wood based products. Secondly, I had worked with this Solidiwood project very closely last years, which result was the demo product you will see later, in this plan.

Exportplan will tell the basic details about exporting. This work deals with the plan “from Finland to Germany.

Solidiwood technology offers to produce many different types of products, but in this work, I focused on the demo product.

## 2 SOLIDIWOOD

### 2.1 Technology

Solidiwood is the technology and the products you can produce using Solidiwood technology. The Solidiwood technology is unique and strong new innovation, comparing to nowadays current processes. Adjective “strong” means, that it still requires a lot of researching hours and problemsolving, before it can be in a form of factory, producing Solidiwood products. Process itself allows to manufacturer a huge advantage to produce high quality product with a costs of 20- 40% lower than the average competitor. If I could take a closer look about the process, it would help more to understand the price policy of Solidiwood. I am not going to handle this process more closely, because it is confidential.

### 2.2 Products

Solidiwood technology offers to produce many different types of products. Common name for these products is Solidiwood products. (If we compare this name to plywood industry, all the plywood products have the same common name which is plywood. Then there are individual names for different products like softwood plywood). In this case the individual products haven't yet special official names, so they are called as a common name of Solidiwood products. To get better picture of products the individual products are named according to their design.

Solidiwood is a cooperation project, in which are together Koskisen Oy and Ilvolankoski Oy. Koskisen Oy is one of the biggest manufacturers in Finland in the field of plywood, chipboard, roof trusses and saw value-added products. Ilvolankoski Oy is a one man's company who develop woodproducts and their manufacturing processes together with owning, selling and licensing the industrial rights. In the near future there is going to be also machinery manufacturers like Jartek to develop and manufacture Solidiwood technology machines.

### 2.3 Demo product

Demo product means in this case the basic product (startingpoint). Solidiwood product is manufactured in one process. (To compare to competitors, competitors have many different processes in manufacturing like sawing, planing, profiling and surface treating.) Ready Solidiwood product is

- Dried
- Surface treated
- Dimensioned
- Profiled
- Multi part produced

Solidiwood is wood based beam product which is made from four different little beams. In the pictures 1- 4 you can see the different sides of Solidiwood beam. The sides are both profiled and the up and down sides are surface treated. The white is called as a down-side, picture 3, because it tentatively going to be hidden. The upside, picture 2, is very close to wood`s own color/outlook, so it is tentatively going to be the visible side. To get better sight of the profiles, there is picture of profiles showed in the picture 4.



PICTURE 1. Solidiwood demo product`s 3D picture



PICTURE 2. Solidiwood demo product from “up”



PICTURE 3. Solidiwood demo product from “down”



PICTURE 4. Solidiwood demo product from “middle”

### 3 USE

Solidiwood products are mainly used in load bearing structures, at least at the beginning. Later on the scale of use might be much bigger, consisting interior elements, floors, panels etc. Solidiwood can be used in visible and invisible targets. These load bearing structures are mainly used in the area of construction, roof trusses and house- and elementindustry. Below are showed two pictures of example use of Solidiwood, pictures 5- 6.



PICTURE 5. Solidiwood`s target example use in construction.



PICTURE 6. Solidiwood`s target example use in houseindustry.

#### 4 COMPETITIVE PRODUCTS

Solidiwood has huge variety of different competitive products. This is due to a fact that Solidiwood products include many of variations (will be mention later) which makes that every product has many competitive products. In this plan I handelt different competitors, which have the most common properties comparing with Solidiwood`s properties.

The first main competitive products are simple massiv- wood- beams, which are planed to certain measures. They don`t have any profiles or surface treatment. These beams can be made by using different species of wood and they can be manufactured using finger joints to make beam longer. The diameter of beam can vary a lot. These beams are mainly used in different targets of construction, house- and elementindustry. Below is showed a picture on these massive wood- beams, picture



7.

PICTURE 7. Basic massiv- wood- beam products

The second main competitive products are pretty much the same, but they were made from different kind of sheets. Their common name is engineered wood beams.

Both types are showed below in the picture 8. On the left side is showed glulam beam and on the right side is showed laminated veneer lumber. Glulam beam is made from boards, which are glued together. Glulams are made minimum 2 boards. Laminated veneer lumbers are made from many veneer sheets which are glued together using same grane direction. (Plywood uses cross bonding). Solidiwood is competing with these products in the small classes, 2- 4 boards and veneersheet lumber of max. 150mm diameter.



PICTURE 8. Engineered beam products

The third competitive product type is combination of previous two ones. Only addition is that these beams are profiled, so they are looking pretty much the same as Solidiwood`s demo product. They are made by gluing two boards together and profiled afterwards in different process. Below is showed two peace of these products, picture 9.



PICTURE 9. Profiled beams

The fourth and final type of competitor is called I- beam, which is due to a fact of it's resemblance with I letter. I- beam can be made using many of different wood based materials. Below in the picture 10, the edges are made from plywood or glulam lumber and the middle part is made from OSB. Usually the middle part is made from weaker material comparing to edges. This is due to a fact to save rawmaterial and put the expensive materials in the places where are the biggest stresses.



PICTURE 10. I- beam



## 5 TARGET CUSTOMERS

Generally speaking target customers are all construction, house- and elementindustry companies, which use wood as a raw material. Customers are divided in two different classes:

1. House- and elementindustry
  - Building contractors
  - Housebuildingcompanies
    - Summercottages/holiday homes
    - Singlefamilyhouses
    - Public buildings
  - Elementcompanies
    - House- element industry
2. Construction dealers and wholesalers

Main thing is that they are operating somehow in the area of wood beams. Special customers are difficult to separate, because Solidiwood is designed for masses, meaning as a “bulk” goods. It has only more properties than normal bulk goods`have. (Manufacturer can produce more efficient products than market currently has, with higher value, comparing to competitors).

Building contractors are those, who have a contract with some customer and they build houses (and other constructions like bridges, monuments etc.) from basics to final form in a one place. Comparing to other builders, they build everything or most of it on the ground, not in the factory.

Housebuilding companies are concentrated to building houses. Housebuilders are divided in sections of housetypes. In addition every company has their own spe-

cial area that they are focused. These areas are for example energy- efficient houses, passivehouses, ecohouses, designhouses etc.

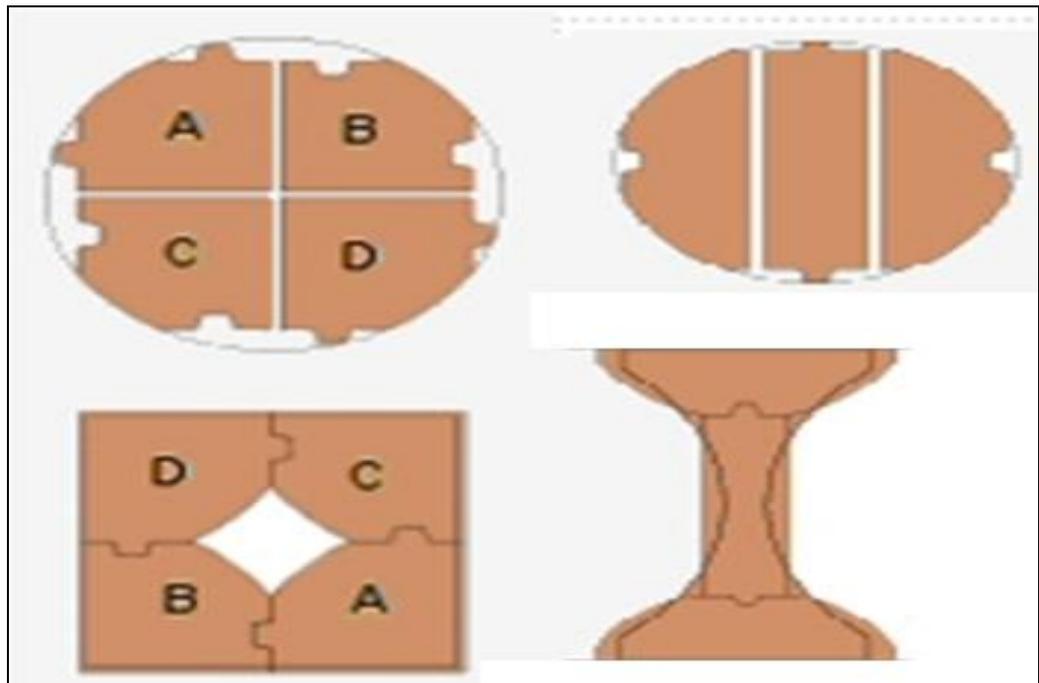
House and elementindustry requires a lot of beam goods as a raw material, so that`s why all the construction companies, that use the wood beams as a raw material, are potential customers. The bigger company is the more potential customer it is.

House element industry deals with companies that manufacture any elements to houses. Most valuable targets are in the areas of roof, floors and walls. These elements are calculated and defined to handle long term loadings.

Construction dealers and wholesalers are one big group. The connecting thing is that all of them are selling some sort of wood based beam goods.

## 6 PRODUCT STRATEGY

Solidiwood- technology offers to produce a great number of variations. Besides the demo product, there are four different Solidiwood products, which have differences in design and in target purposes. Manufacturing principle is the same, but these differences take advantage of different position of timber. Besides the design, huge variations are coming by using different species of wood and different types of surface treating liquids. Different woodspecies allows different strongnesses and color variations. Different liquids are offering besides the color variations, also different properties with fire resistance and against other burdens. Below is presented some examples of upcoming products, picture 11.



PICTURE 11. Solidiwood`s upcoming products

In the picture 11, in the left upper corner is showed a model of circular Solidiwood beam, which is profiled outside. In the right upper corner is showed a model of circular Solidiwood beam with simple profiled outcore. In the left down corner is showed a model of square Solidiwood beam. It is significant, that all

four peaces are same size and the square`s all sides has equal length. In the right down corner it is showed a model of Solidiwood I- beam.

Strategy is based on customers' upcoming needs. Solidiwood is offering efficient products in the wood based beam field. Main idea is to be able to produce special products for different customers, at the same prices of bulk goods. It might be hard to realize that special products are sold at the same price of bulk good, but that is Solidiwood`s huge advantage. The manufacturing process saves so much costs in every point of views, so manufacturer still get a huge profit, despite selling with normal price.

Main objectives in design at the beginning are to offer same kind of products that market already has to offer, but with better properties. Because the huge variations in measures, Solidiwood products try to satisfy customers needs in every measure classes, by producing products with different designs.

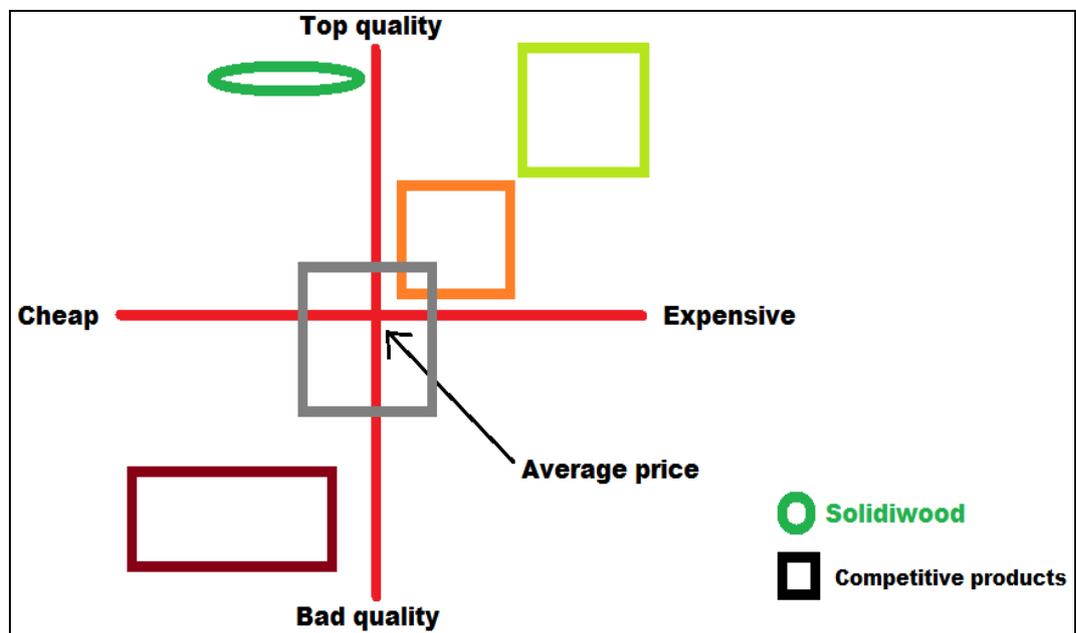
One of the long term`s goals is to produce Solidiwood products by using so many wood species as possible. There are many of different wood species all over the world, which allows producing more and more sophisticated products to every customer`s special needs.

Second long term goal is to design more and more products, which have different shapes and profiles. Idea is to save raw materials using efficient design and create new solutions.

## 7 ANALYSE OF POSITION

### 7.1 Upcoming position analyse

Solidiwood products are evaluated as a one product category. Analyse is based on current situation and the fact, where we want Solidiwood products to be. (The real fact where they will some day be might be different). As it is said earlier, Solidiwood technology offers to produce efficient and high quality products with the same price of bulk goods. Below in picture 12, are demonstrated competitors positions, with squares and Solidiwood products with circle. Usually in the market of wood based product, the higher is the price is, the more quality is the product. So the product that has the best quality at the moment usually is the most expensive one and the other way around. This position analyse shows more clearly the advantage that Solidiwood has in the market, comparing to it`s main competitors. More over the picture, Solidiwood`s properties are usually more sophisticated comparing to it`s competitors, which makes the advantage more bigger.



PICTURE 12. Analyse of position

Solidiwood is positioned by just under averagey marketprice with top quality. Price will be less than averagey marketprice to keep it competitive. Basic product will be

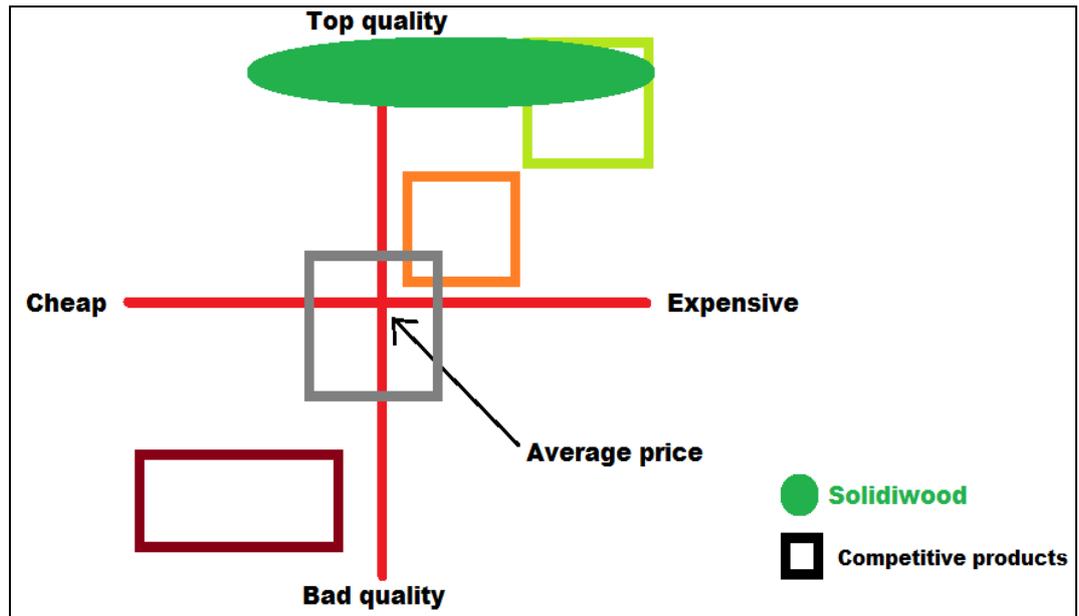
positioned with the cheapest price and the other upcoming and applicated products with more expencive price, but still less than average market price.

## 7.2 Future position analyse

In this analyse, I assume, that there will be no radically innovative products coming to market. It means that competitive products are staying pretty much the same.

As it was mentioned earlier, Solidiwood offers to produce many variations, by using different wood species, surface treatment liquids and design. These upcoming properties will allow and most likely forces the manufacturer to increase the prices, to keep the same value as the basic product has. This is due to a fact that different wood species have different costs and highly sophisticated liquids will costs more than basic liquids. And of course the product development requires some resources to produce new solutions and products.

When some point in the future Solidiwood`s price will be higher and most likely as high as competitors or even higher, the main advantages will be very sophisticated properties and the possible additional services. Sophisticated properties include the different species of wood, unique surface treatment liquids and highly developed design. And who knows what other properties Solidiwood might have in the future.



PICTURE 13. Solidiwood`s future position

In the picture above, picture 13, it is showed Solidiwood`s future position. Solidiwood is positioned in the wider price range but still with the highest quality. Wider price range was due to a fact of more sophisticated properties, which makes them more expensive.

## 8 PRICE POLICY

Solidiwood`s price policy will be highly depended for averagy market prices and it`s upcoming properties. Solidiwood is going to start in the market with very competitive price, which means that price will be under the averagy market price. Because the averagy market price is changing all the time, there is no chance to say certain price for the basic product.

Price policy will be the same in every region. Solidiwood`s main advantage at the start is it`s competitive price, which depended for averagy market price. Every region has their own current market price, so that`s why Solidiwood`s price may differ between regions.

Solidiwood`s image will be quite low at the start, because it is new innovation and it`s products haven`t yet even seen the daylight. Solidiwood`s one advantage to sell is it`s manufacturer`s realiable and good image. Koskisen Oy is highly respected in the area of wood based product in Finland. It has long traditions in producing wood based products and it has three factories. Main factory and office are located in Lahti, where is the heart of Finlands wood industry.

After getting some public attention and big customers, price will be increased slowly in long term point of view. There is no need to put the price high at the beginning to get a huge profit. The idea is to get a good “foothold” in the target market and afterwords, possibly, get more profit with sophisticated properties, when the reliable and properties have turned out to be as expected.

## 9 SOLIDIWOOD TEAM

To get best possible use for Solidiwood generally, there is going to be a Solidiwood team, which is founded to serve all actions of Solidiwood. This is due to fact that Solidiwood technology and products need a lot of special knowledge to understand Solodiwood completely. When you understand the product and manufacturingprocess completely, it is more effective to sell it to big potential customers, when you know exact properties and advantages of Solidiwood like turnaround, load bearing powers, deliverytimes, original source of rawmaterial etc. Solidiwood team has special units, which are consentrated to specific areas. These areas are marketing, manufacturing, logistic, selling, exporting, importing and R&D. Reason why there are export and import is that every region has own unique market, so export teams responsible is to know as much as possible of the targeted export market. In this work, the target exportmarket is Germanys wood based beam market. Below is picture 14, in which is showed a diagram Koskisen Oy`s units.

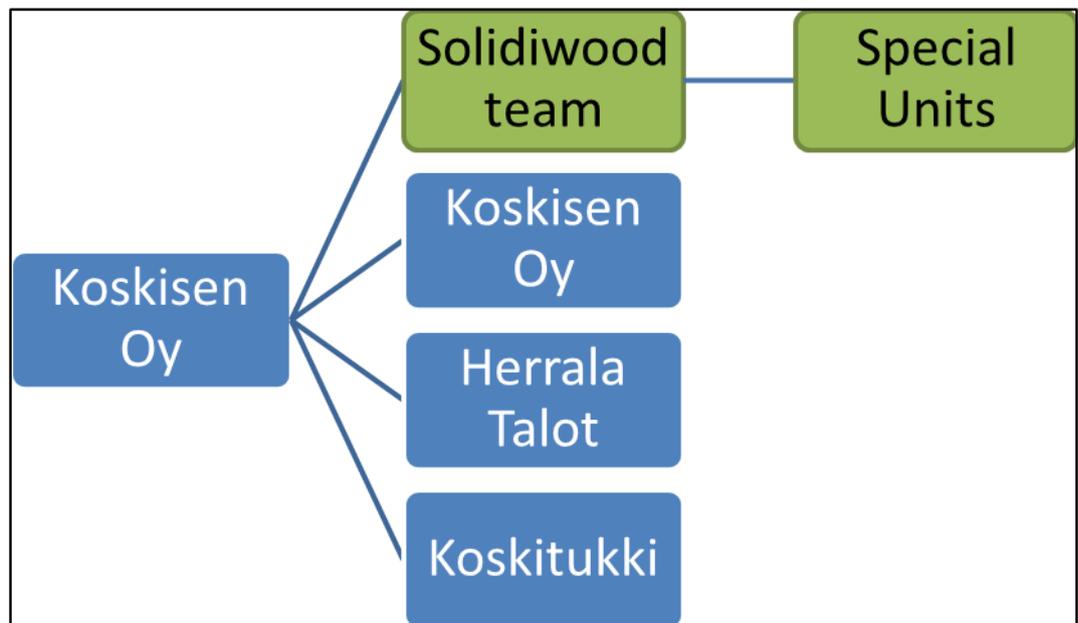


DIAGRAM 1. Diagram of Koskisen Oy`s units

## 10 EXPORTING

### 10.1 Possibilities

The biggest reason for exporting is to get more customers. Generally, if there is a product, that is available and competitive in other regions besides homeland, it is very obvious option to export the product to get more profit.

Other reasons are usually less or more important. If we take a quick look of Germanys wood based beam market, we can notice that there are actually no same products currently. This fact makes Solidiwood even easier to conquer new markets, because it offers something new for the customers. Exporting has also side-effects that make many things easier. One of them is start up new Solidiwood factories to abroad, which brings the product closer to customer. It also decreases the logistic costs, when the factories are settled in the target country and transporting distances are shorter. Easy might not be right word to describe to starting up new factories, but at least good volume in export country helps to settle and start new Solidiwood factory projects, when it is quaranteed that volume is going to be high.

Later on there might be more fruitfull product development processes, when there are more complicated problems to satisfy customers' needs. Local factories usually hire much local engineers, (local means in this consept to Germany), which makes able to use different point of views and knowledges. This usually affects very positive way to product development and later on to company`s strategy.

After getting a foothold in Germanys market, it is easier to expand exporting to other nearby counries. Germany is rounded by eight different coutries, so after

having good volume in one export country, moving to another country is less painfull.

## 10.2 Germany as an export target

There are many of reasons why it would be good to export Solidiwood in Germany. One of the biggest reasons lies in history. Finland and Germany have been good business partners for many years, which make exporting more easier. This is due to a fact that there is common Finnish- Germany Chamber of Commerce, which was settled to help both countries` companies to make business with each other.

Besides the good relationships, one of the Germanys biggest advantages is their huge number of citizens, which is over 82 Million. Comparing to Finlands number of citizen, it is over 16 times bigger, which means approximately over 16 times more potential customers. If there is over 16 times more citizens, what about the number of different potential companies. The number of big potential customers might be more than 16 times bigger. That is the number which is some kind of sign of potentiality of Germany`s possibilities.

Germany is generally one of the world`s leading countries in producing wood based products. That means a huge market of wood based products. To get a foothold in this market also means a huge respect and public attention. After achieving this this foothold, advertising and selling will be little bit easier, when the products are selling itself with a great feedback from satisfied customers.

Other bonus to export in German is that it is a part of European Union, which makes easier to transport goods from one EU country to another, without strictly controls and huge paperworks.

## 11 GOALS OF EXPORTING

In this plan goals have quite much the same characters than possibilities mentioned earlier. This is due to a fact that possibilities are usually the reasons why export is going to happen. Main goal in this case is to get new customers. That is usually the main reason for all of exporting companies. When own regions market are already “saturated” with current product, it is time to move to another market, if the product is still interesting and you want to get more profit with it.

Good volume of product ensures usually the good market share. In this case it is quite difficult to define certain percent of demanded market share, because Solidiwood has so many competitive products, which are competing in different markets. Target market was earlier mentioned as a wood based beam products. There are still many other little sub markets where these different products are competing with each others. To summarize this fact, there is hard to define one specific market, where Solidiwood like to have a good share.

One of the Solidiwood`s biggest problems at the start is that it is quite unknown. This is due to a fact that Solidiwood technology is new innovative manufacturing process, which produces new innovative products. All markets are always little suspicious against the new product, but after settling down, situation might be lot different. That`s why Solidiwood`s idea is to surprise customers and target markets and this way get a positive public awareness, as a new innovative and optional product.

Positive public awareness always brings copiers. It also brings the positive wave of developers, so called engineers, which try to develop the current product better. This is very good phenomenon, if they are working for Solidiwood. One of the

goals is to have engineer and knowledge from other countries so serve Solidiwood and cooperate with homelands engineers.

To get this cooperation started, product development is one of those, which are likely going to take advantage of this cooperation. New markets and new engineer, especially from other regions are good “triggers” to start fruitful developing processes. One of the goals is to start many developing processes to produce more and more innovative Solidiwood products to answer customers’ different and special needs.

Cooperation in the best way deals with many kind of projects. One of these themes is to bring together different materials. One good example of this cooperation project was made by UPM, who created wood plastic composites, in which is mixed wood’s and plastic’s best properties together, creating a whole new product. If Solidiwood is going to be as innovative as the results of basic product has showed, what the possibilities are in the future.

## 12 COMPETITORS

Solidiwood`s main competitors are the companies, which manufacture wood based beam products. Many of these companies have a huge number of different products, which are competing with Solidiwood. These products are presented later on this plan.

One thing that connects all of the competitors is that they are all leading companies in Europe in their own special area. Below is a list of those companies, which produces the most competitive products

- Bullinger
  - Holzwerke Pröbstl
  - Hüttemann
  - Kaufmann Holz Ab
  - Klenk
  - Mosser Holzindustrie
  - Rettenmaier
  - Schwörer
- 
- Bullinger is focused on glue laminated wood and solid construction lumber.
  - Holzwerke Pröbstl is focused on timber, natural wood boards, duo/trio beams, finger jointed construction timber and pellets.
  - Hüttemann is focused on parallel glulam timber and glulam round columns
  - Kaufmann Holz Ab is focused on sawn timber products
  - Klenk is focused on timber and sawmill industry, specially in sawn timber, pressure-treated timber and construction timber.
  - Mosser Holzindustrie is focused on sawn timber and laminated wood.

- Rettenmaier is focused on timber products and formworks in constructions

## 13 COMPETITIVE PRODUCTS

### 13.1 Scale

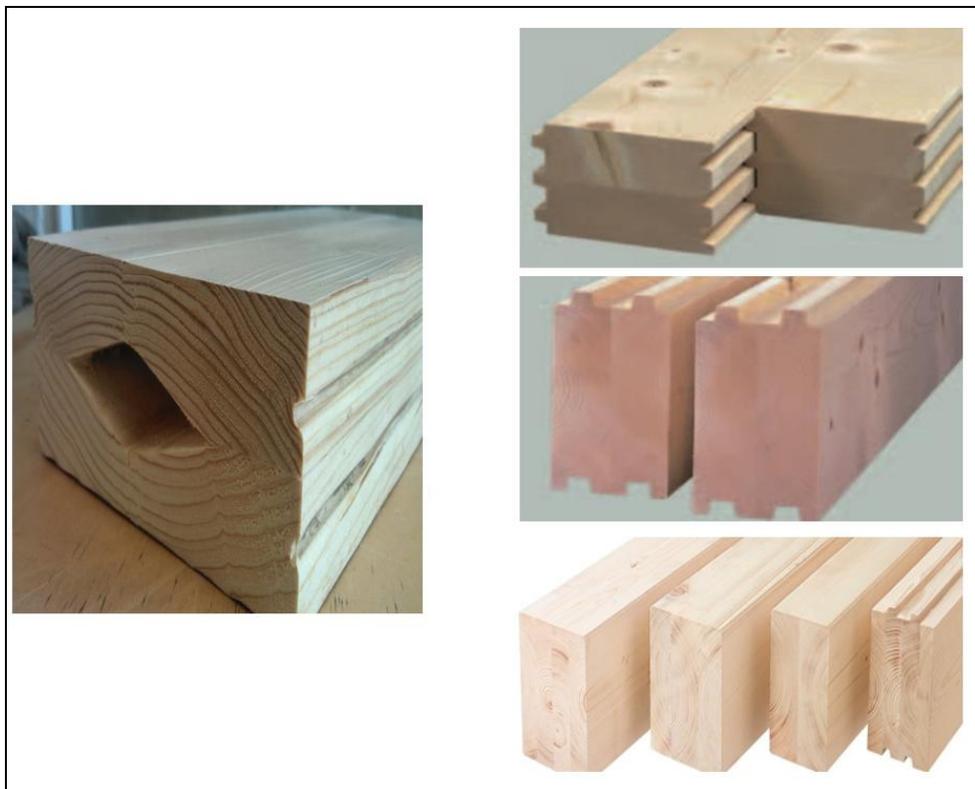
Solidiwood`s main competitive products in the target market are generally timber or saw industry products, which are used in constructions. Similarities are mostly founded in design and in raw materials. Below is presented a scale of those products, picture 15. The scale doesn`t include all the competitive products, because it`s main idea is to show the principle pictures of competitors.



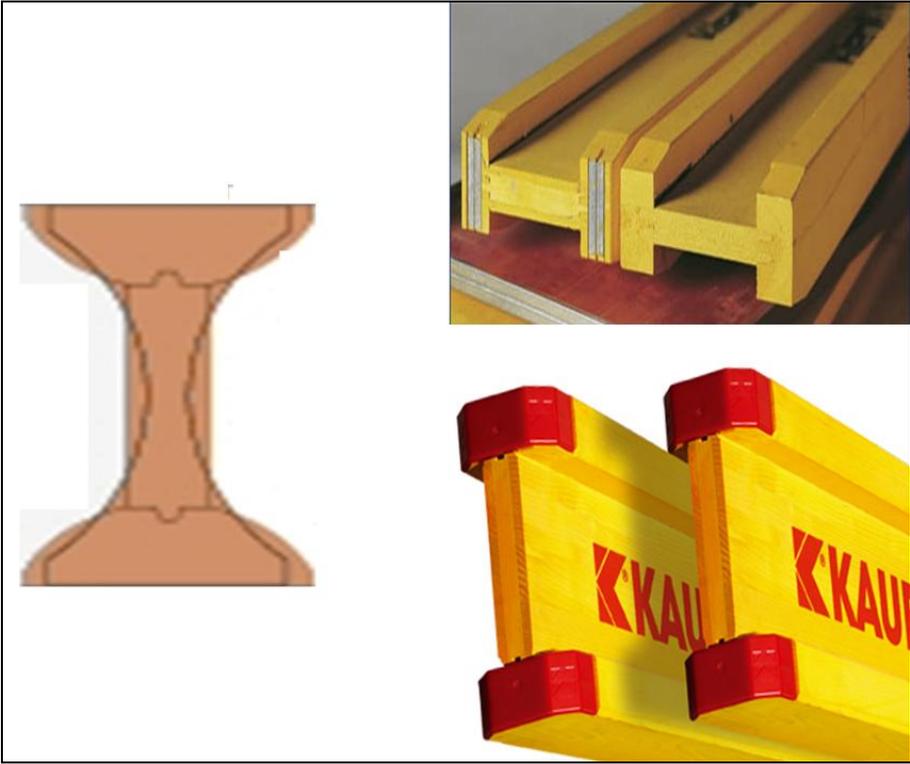
PICTURE 14. Scale of Solidiwood`s competitive products in Germany

## 13.2 Comparison

In this chapter I am going to take a closer look about how the competitive products differ from Solidiwood.



PICTURE 15. Comparison between basic product and it`s main competitive products.



PICTURE 16. Comparison between Solidiwood I- beam product and it`s main competitive products.



PICTURE 17. Comparison between Solidiwood square beam product and it`s main competitive products.

Pictures 15-17 above shows that there are quite many similarities between Solidiwood and competitors` products. The most similarities are between Solidiwood I- beam and it`s competitors. Biggest differencies are between Solidiwood square beam and it`s competitive products. It is still not mentioned that most of Solidiwood products doesn`t look as the final form, so the differencies will be much clearer in reality. Picture except basic product are still drawings and scetches, so there is no chance to compare actual real Solidiwood products to it`s competitors.

## 14 SOLIDIWOOD`S ACTIONS

### 14.1 Sales vs. Development

Solidiwood team`s sales and development units are working closely with each other. This is due to a fact that sales unit is the one, who has the most important information about customers needs, because they are dealing with customers when they are selling products. Solidiwood`s development is highly based from customers feedback from current lack of properties and upcoming problems. Below is presented a diagram, in which is showed a principle of how these both units work together. The main goal of this cooperation`s actions is to produce products that satisfy customers needs and creates new innovative solutions and products.

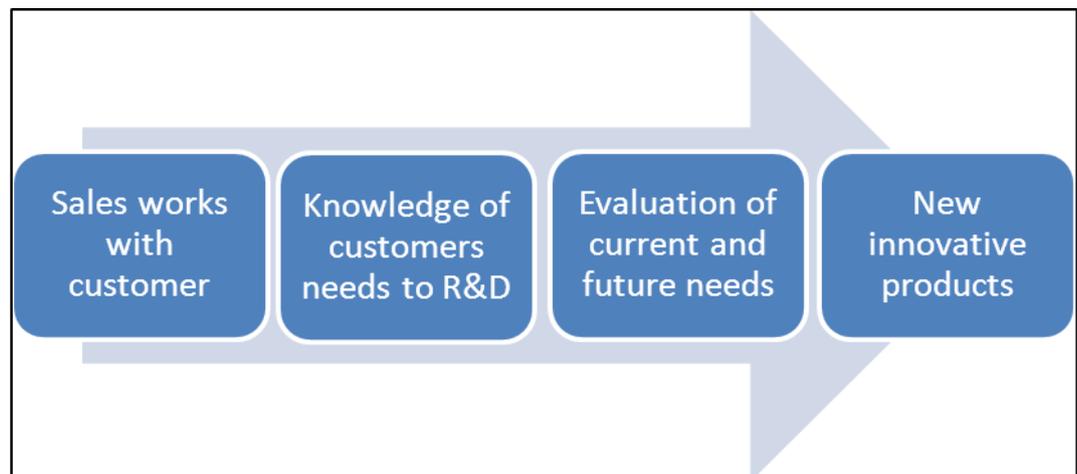


DIAGRAM 2. Diagram of cooperation between sales and development unit

## 14.2 Decisions

Solidiwood units need to make some decisions dealing with all of their actions. Main logic is that decisions has to have a good influence about Solidiwood`s actions. Head question is, “what is best for the company?” All the big decisions will be always made together with Solidiwood units and manufacturer`s leaders.

When dealing with big decisions, one of the first rules is take a look at the financial situation and current recourses, because they determine quite much about what you can do and what you can not. One of the big rules is also to take a look at the long term view and how decisions are going to affect in a long term. This is the point, when company`s strategy plays a huge role.

Everydays little decisions are handelt inside the unit, during weekly meetings or daymeetings. So basic businessday starts with breef outline of today`s goals and ends up to the meeting, in which are handelt the achievements and common problems that have been raised during the business.

In the hierarchy point of view, units handle the little problems and decision within the team, big problems and decisions are handelt during weekly or daily meetings within Solidiwood team and long terms big decisions are made by Solidiwood team and Koskisen Oy leaders together in weekly, monthly or annual meetings.

## 15 MARKETING

Solidiwood`s marketing is based on three different points. These points are fairs, meetings and advertisements. The reason why these are the specific points is that even Solidiwood is mentioned for masses, it will used only ones, (if we compare to other mass production like food, you will buy food almost every day, but theoretical final customer will buy only one Solidiwood during his/her lifetime).

### 15.1 Fairs

Fairs are the biggest happenings, how Solidiwood is going to get some public awareness and customers. Visitors of fairs are usually potential customers for many companies, so it is a very good chance to face a lot of potential customers or cooperationpartners at the same time. Fairs one good side is also it`s consentration of one specific field, which helps companies and customers to decide the most optimal fairs for companies to find most potential customers and for customers to find special product to satisfy their special needs.

There are many huge fairs, which are arranged in Germany. The other bonus of these huge fairs is that every year they gather up visitors from all over the world. That phenomenon makes it more effective to get more awareness world wide.

Biggest fairs are usually arranged in big cities, but as in every case, it needs to be considered that fairs are good just for your companie`s products. Not just because potential customers but because fairs costs quite much money. All the arrangements, buying the stand place and other services plus workforce cost a lot of money. The summary might rise over thousands of euros. To look for Solidiwood poin of view, the best areas for participate in fairs are arranged in the areas below

- Wood based products
- Houses and constructions
- Interior
- Garden

The two first ones are the most important field, if we are looking for our potential customers` point of view. It doesn`t mean that other areas are bad, but there are so much more potential customers visisting in the areas of wood based products and houses and constructions. In those two main areas Solidiwood will be in a best position, comparing to other two less important fields.

## 15.2 Meetings

One of the main marketingchannels is meetings. Meetings are the most effecting type of selling products to customer, because then selling happens face to face and potential or less potential customers are focused in that particular situation. The action is happening right now and just for you. (If you compare this method for example to flyer, you may don`t take it seriously, because selling is not made by real person, but more like a peace of paper, which have a limited number of information. They give all the random passer byers the same note which includes some basic information, but not special information just for you).

Before meeting, you have usually took a look out of all the potential customers to avoin unefficient meetings and company`s recources. After checking the list of potential customers, (which will be mentioned later in this plan), you can prepare a presentation and sales speech, which is made looking for just the specific customer`s possible needs. During the meeting, you have a chance to convince the customer by telling some special information, which might not be mentioned earlier. This special information requires a special knowledge of Solidiwood and that`s why meetings will be handelt by Solidiwood`s selling unit, cooperation with other Solidiwood units. Cooperation is always very important, because only that quarantees that Solidiwood knowledge is spreads out for everyones use. This phenomenon prevents the answer, “I don`t know”, which have always bad influence about the customers.

Below is a list of potential customers of Solidiwood in the target market

- Local dealers
  - Bauhaus
  - Carl Götz GmbH
  - ZEG- Holz
  - Koch
  - Ahmerkamp
  - Doerk
  
- Local wholesalers
- Construction companies
  - Summercottages/holiday homes
  - Singlefamilyhouses
  - Buildingcontractors
    - Regnauer Hausbau
    - VÖMA Bio- Bau
    - Sonnleitner Holzbauwerke
    - Stommel Haus
    - Frammelsberger Holzhaus
    - Keitel Haus
    - AG Passivhaus
    - KOBUS- Die Hausmanufaktur
    - P+P Haus
    - Sägezahn Architektur in Holz

These listed customers are a sight of the potential customers. This list might be much bigger if we would take a look out all of our customers in the targetmarket.

### 15.3 Advertisements

Advertisements are the third point of Solidiwood`s marketing. Advertisements are divided in different sections. These sections are promotional videos and brochures/ flyers. Third point means in this case that they are used as an additional material with the two main marketingways.

Promotional videos are the main things in advertisement. They are used during the meetings, in the television cooperation with dealers or wholesalers and in fairs. Promotional videos are made for every product separately, because then one video can focus on one specific product`s properties and the videos becomes more effective. It also makes easier to head videos to specific customers and target customer sectors. Promotional videos main idea is to show Solidiwood`s properties in every point of view and give a customer the baseline of what they can at least expect from Solidiwood.

Brochures and flyers will be also in use, even it was earlier mentioned that they are not so effective advertisement channels. Idea of these papers is to wake up customers interest about what is Solidiwood and control some not so potential customers to take contact of Solidiwood`s experts and make them think about Solidiwood as a one option. To wake up interest is due to a fact that Solidiwood will be first periods quite strange and unkown product for many customers. These papers are also quite cheap way to wake up that interest, and if the papers are given systematically with an idea, the influence will be good and profitable. (Meaning that if you give the papers in random place for all possible people that passers you, it is very likely that the human is not so interested in Solidiwood). Good example of ideal place for sharing these papers is fairs, in which a lot of potential customers are in the same place and all the people that are visiting in your stand are somehow and more or less interested in your product.

Prochures and flyers will be also used cooperation with dealers and wholesalers. These prochures are usually shared for dealers` customers and they include or offer some discounts or new products that will be in stores soon.Solidiwood`s

marketing team can't affect much for these papers, but they can give dealers some advices and hints about what is going to happen in the near future or is there something huge marketing happening coming soon. Below is presented a illustration of one site of prochure, by Bauhaus, picture 18. Maybe some day Soliwood has it`s own site of Bauhaus` brochure.



PICTURE 18. Illustration of Bauhaus`brochure

## 16 SELLING ORGANIZATION

Solidiwood`s selling will be organized and handled by Solidiwood team`s sales unit`s sales experts. The main point is that these sales experts will be trained to sell only Solidiwood products and maybe later on some selling agents are focused on selling one special solidiwood product, for example, only Solidiwood I- beams. Solidiwood selling experts are those, who are going to be in main role of handling customer meetings and fairs. This is due to a fact that those happenings are the main selling channels and big customers are going to be handled in these situations.

Solidiwood sales experts with marketing unit work very close cooperation with dealers and wholesalers to determine upcoming advertisements and protocols. Very close cooperation ensures that Solidiwood is going to be up to date every day for all the possible customers and manufacturer get the first hand information from customers` current situation and upcoming problems.

## 17 DISTRIBUTION AND TRANSPORTATION

These problems are handled by Solidiwood's team and manufacturer's logistic system. Koskisen Oy has already own trucks to transport goods from factory to customer. This type of logistic is mainly working inside one region, which means in Finland currently. To export Solidiwood products to Germany and to customers, it requires a company or companies that have a wide range of transportation channel. In this plan, I prefer to concentrate in Germany's biggest transport companies, who have the best resources, efforts and usually the lowest prices to deliver Solidiwood products all over of Germany. These potential logistic companies are listed below.

- DHL
- DB Schenker

These two companies are very good options for transporting Solidiwood. There will be more also potential transporting companies, but in this case, there is no need to have many companies to deliver goods. There is also a chance that Koskisen Oy's own logistic system is going to handle many of these export deliveries, but main question is, what would be the most affordable, reasonable and ecological way to handle transportations.

## 18 TIMEFRAME

Solidiwood's exporting is based on potential point of every areas. This means that every action that deals with Solidiwood is handled by best possible way. First main question were main customers, because Solidiwood's exporting's main goal was to get many new customers. It means that Solidiwood's selling and marketing units are going to focus hardly in most potential customers in the target market in Germany. Those most potential customers were mentioned earlier in this plan. That goal requires many successful meetings and good and effective sales speeches.

Second step to get closer to main goal is to handle other main customers, which were dealers and wholesalers. Even these have a lot of customers already, the percent of real potential customers is lesser, comparing to big companies, who order same time a huge number of goods. This means that if Koskisen Oy happens to get one big customer, it requires tens or maybe hundreds of private customers of dealers to get same volume and profit. This marketing has influenced also in costs. Private customers require usually more efforts to buy little number of good, but if you handle the big customer right, you can get a huge profit with a low number of costs. This is the main reason why dealers and wholesalers are second in the list of exporting steps.

Third step is reserved for other customers. This section deals with those, who hasn't counted in the list of potential customers. This is due to a fact that all the possible resources are controlled straight to potential customers, who have a lot to offer. Third steps customers are those, whose profit to the company is the least, during their time as a customer. This is the step which is financed by resources which are left from potential customers's budget and if there happens to be a need for those passive customers. Passive customers' bad side is that company may use more resources to get these customers buy a Solidiwood product but they don't give that much profit to the company, which finally means so called  $\pm 0$ , which

means basically unnecessary work. It is possible, that this step might not never happen.

Many of Solidiwood`s actions and decisions depends on volyme and reception of Solidiwood products. They determine how fast and effectively many of these actions and operations are going to happen. For example, if the reception is good and selling volymes as good as expected, then the time between first step and second step will be shorter. Positive signs in these areas will also give a good breef for expanding exporting to other countries. So, what really might happen in the future for Solidiwood might differ quite much from this plan. Is it going to even reach the real market and be just an idea and demo, or is it going to be a huge success and the door for new great innovative products.

## 19 SOURCES

<http://www.bauhaus.info/>

<http://www.bullinger.de>

<http://www.dfhk.fi/fi/>

<http://www.fertighaus.de>

<http://www.holzbauwelt.de/>

<http://www.holzhandel.de>

<http://www.holz.net/>

<http://www.huettemann-holz.de>

<http://www.ilvolankoski.fi/>

<http://www.klenk.de>

<http://www.koskisen.fi>

<http://www.mm-holz.com/>

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<http://www.proebstl-holz.de>

<http://www.retttenmeier.com>

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