

Market2Win Ostrom



GlobalB2B2Win
B2B Strategic Marketing

Participant Name 1

Participant Name 2

Participant Name 3

Participant Name 4

Participant Name 5



About Ostrom

Location-Mannerheimintie 20, 00100 Helsinki, Finland



Mission Statement: “We are leading the green motion & control revolution.”. ” We recognise our responsibility to control impacts to the environment from our business activities, products and services. We are fully committed to environmentally friendly solutions for current and future generations”

Marketing Strategy

3 Keys:

- Home Field advantage
- Stick to What We are Good At
- Use the Reports

Strengths	Weaknesses
<ul style="list-style-type: none"> - European Company - Profit over market share - Green Values - High Quality Products 	<ul style="list-style-type: none"> - High operating expenses - Lack of access into Eastern markets
Opportunities	Threats
<ul style="list-style-type: none"> - Not much competition in the US market. - Room to expand into Energy Recovery and India 	<ul style="list-style-type: none"> - Competitors closing in on Europe. - Competitors with lower prices.

	Electrical Systems	Hydraulic Systems	Software	Maintenance	Energy Recovery	
EU	€107,027	€91,116	€73,604	€152,047	€15,995	Key To Competitors <div> <div></div> Elevation <div></div> Globalman <div></div> Liftsoft <div></div> Ostrom <div></div> SES </div>
China	C¥163,168	C¥26,188	C¥0	C¥51,829	C¥0	
Japan	J¥5,503,318	J¥1,430,186	J¥788,436	J¥4,980,750	J¥0	
USA	\$44,572	\$24,753	\$31,819	\$54,561	\$8,100	
India	IR4,174,695	IR0	IR0	IR1,074,864	IR1,599,500	



Decisions

- Maintenance, Electrical Systems and Energy Recovery.
- EU and US
- Europe: Maintenance(Period 6)
- USA: Hydraulics (Period 4)
- China: “Zeros”(Period 4)

Sector	Product	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7
EU	Electrical Systems	\$200	\$1,875	\$1,800	\$1,000	\$1,290	\$1,371	\$1,371
	Hydraulic Systems	\$200	\$1,500	\$1,450	\$1,125	\$1,125	\$1,125	\$1,125
	Software	\$200	\$800	\$475	\$475	\$800	\$605	\$605
	Maintenance	\$200	\$1,795	\$1,775	\$1,925	\$1,975	\$2,104	\$2,104
	Energy Recovery				\$1,000	\$1,120	\$1,148	\$1,148
China	Electrical Systems	\$200	\$165	\$165	\$240	\$580	\$580	\$580
	Hydraulic Systems	\$200	\$165	\$165	\$0	\$0	\$0	\$0
	Software	\$200	\$165	\$165	\$0	\$0	\$0	\$0
	Maintenance	\$200	\$245	\$245	\$0	\$0	\$0	\$0
	Energy Recovery						\$0	\$0
Japan	Electrical Systems	\$200	\$475	\$475	\$405	\$405	\$505	\$505
	Hydraulic Systems	\$200	\$200	\$200	\$175	\$175	\$155	\$155
	Software	\$200	\$200	\$200	\$175	\$175	\$175	\$175
	Maintenance	\$200	\$620	\$620	\$620	\$620	\$640	\$640
	Energy Recovery					\$0	\$0	\$0
USA	Electrical Systems	\$200	\$835	\$835	\$835	\$835	\$835	\$835
	Hydraulic Systems	\$200	\$620	\$600	\$350	\$350	\$350	\$350
	Software	\$200	\$600	\$250	\$250	\$250	\$250	\$250
	Maintenance	\$200	\$1,040	\$1,225	\$1,612	\$1,612	\$1,612	\$1,612
	Energy Recovery					\$715	\$715	\$715
India	Electrical Systems				\$270	\$495	\$710	\$710
	Hydraulic Systems				\$0	\$0	\$0	\$0
	Software				\$0	\$0	\$0	\$0
	Maintenance				\$300	\$300	\$300	\$300
	Energy Recovery						\$325	\$325
Reports		\$0	\$3	\$0	\$0	\$0	\$0	\$0
Budget	Spent in Period	\$3,200	\$11,303	\$10,645	\$10,757	\$12,822	\$13,505	\$13,505
	Allowed in Period							\$16,616
	Remaining in Period	\$6,825	\$5,548	\$76	\$41	\$341	\$0	\$3,111
	Spent in Year		\$14,503		\$21,402		\$26,327	\$13,505
	Allowed in Year		\$20,051		\$21,443		\$26,327	\$33,232
	Remaining in Year		\$5,548		\$41		\$0	



What Would We Do Different

We are very proud in the decisions we have made and the success they brought our group. If we were to do something differently we would try and increase our net operating income (NOI).

$(NOI) = \text{Revenue} - \text{Operating Costs}$

The main strategy we would have in doing so would be looking where we could reduce our operating costs.

Learning Outcomes

- Analytical Tools
 - Target DPM, BCG
- Teamwork
 - Development of skills
- Marketing Concepts/ Ideas
 - Real-life application
 - Adapting to markets
- Greater Understanding
 - Hands-on Learning
 - Reflection

