

WHO WE ARE ?

My name is Jörgen Venot (Half-Swedish, Half-French) and I am the founder of Swedishshop®. I had since many years the idea in the back of my mind to open a shop selling typical Scandinavian stuff : food, beverage, Swedish & Scandinavian beers, Ciders, House Decoration, Outdoor & Garden decoration, always in traditional materials, and truly from Scandinavia. Further product Categories being Children's World and Cultural Products.

The idea has been going on for 3 years and finally matured and came out as but in the form of a webshop. Having left my previous employer early this year, this was the right occasion.

From my previous experience (about 15 years in the European packaging & office products industry, working very closely with the Global Accounts in this business) I have learnt a lot about the importance of the business model, the importance of the marketing approach to the customer targets, and the importance of the words Category Management, Range, Product Selection, Partnership, Key Values and Aims.



Fotos: swedishshop.eu

We want to set up this business in a professional way, working in close relationship with selected suppliers which are more regarded as partners. All products are authentically Scandinavian, this authenticity being one of the key values of the company. The further key values are Environment and Ethics.

in a way Scandinavian Europe". the web-selection products, products season.

that we can apply "Scandinavian seasonality" in "continental Europe". So for the opening of site you will find a wide of X-Mas and Year's Eve We are already selecting for Easter and for Summer

When we talk about Environment, this means that we are selecting products that in a reasonable extent respect or include regards towards Environment. We only use brown, recyclable packaging. Even the chips that we use for filling the boxes are recyclable : they are made of corn and therefore, bio.

For this been Scandinavian marketing this cultural seeking for close partnerships and why not, cross-marketing.

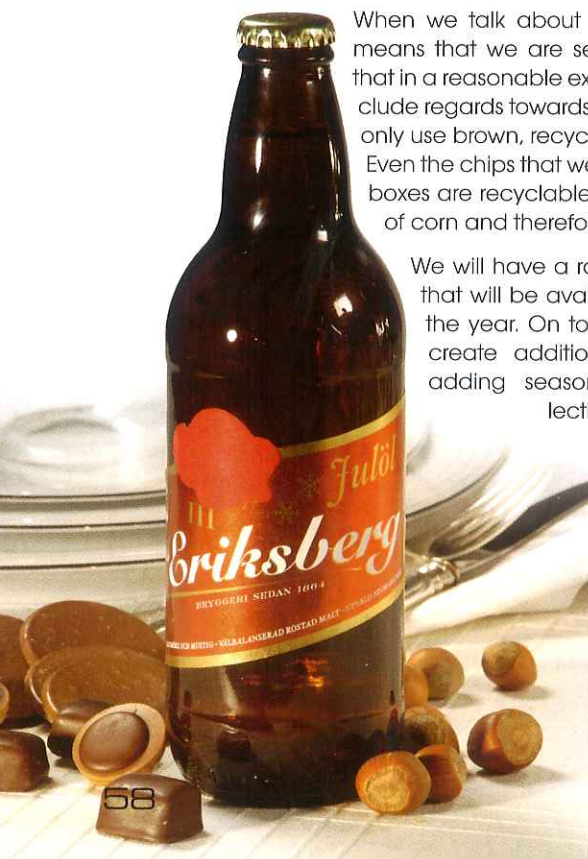
cultural aspect we have seeking the help of Scandinavian Institutes who work on pro- ture. Here again we will be

We will have a range of products that will be available throughout the year. On top of that, we will create additional business by adding seasonal product selections. Here the cultural aspect is important. In Scandinavia all Season Feats are very important and we have to bring this information close to our future customers,

By emailing a newsletter from 2008 on, we will share information on interesting news direct from Scandinavia, on new products. Also we will seek people's view on products that could usefully widen the range. Obviously we aim at all Scandinavians that live outside their country of origin, but also and perhaps mainly at the targeted customers in terms of age, across Europe.

So have a good visit on

 www.swedishshop.eu



team

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