

Little Savage ApS

Little Savage ApS has existed since 2017, with Bettina Foltinger as the founder. Recently, the company participated in the Danish TV Program "Løvens Hule", resulting in an investment from serial investor Anne Stampe, one of the co-founders of Nordic Female Founders. As part of solving this case, you will therefore have the opportunity to be in an exciting environment at Female Founders House, where networking, diversity, and mentoring are focal points.

CASE: As part of addressing this case, there is a need for mapping the company's digital DNA. This is aimed at fostering digitalization, automation, and transparency of the company's data and processes. Additionally, there is a desire to develop a Go-To Market strategy for how Little Savage should position itself when opening its new business in Carlsberg Byen in March.

OVERVIEW

Virksomhed	Little Savage ApS
Lokation	Bredgade 45B, 1260 København K
Kontaktperson	Bettina Foltinger, Founder and Owner

COMPANY PROFILE

Bettina Foltinger founded Little Savage ApS in 2017 with a strong desire to challenge the way children's clothing is produced, sold, and used. The goal was to move away from the "buy and throw away" culture. Instead, Bettina Foltinger aimed to have an uncompromising focus on high quality, natural materials, and exquisite craftsmanship that provides the clothing with high usability and longevity.

The company has a strong sustainability focus: In addition to using natural materials (biodegradable merino wool), their raw materials are also sustainably sourced. Furthermore, the company has chosen to reduce transportation by using only Danish companies as partners, such as sourcing their fabric in Ikast and sourcing in Herning. This way, they also ensure support for and preservation of local jobs. The clothing is sewn in a Danish factory in the western part of Ukraine, a choice they have made for ideological reasons. Little Savage will not have the clothing produced in India, even though it results in significantly lower profits when they prioritize this way.

Little Savage brands itself as offering functional clothing, with year-round collections made from natural materials to prevent clothing waste. For this reason, the company does not have any inventory where the clothing is stored. The quality and design of the clothing make it suitable for repeated use and passing down to others. The keywords are "slow fashion" and sustainability. The target audience is well-educated young parents living in urban areas, who prioritize organic products and sustainability.

When it comes to competitors, it's challenging to compare the company with others since competitors use a completely different type of wool, which comes from Bangladesh.

Besides Bettina Foltinger, the employees in the company are a deputy manager, Zhen Mai, a clothing designer, Lykke Lindegård, a graphic designer, Emma Willum (freelance), and an IT student (student assistant).

Little Savage has participated in the Danish TV Program "Løvens Hule" and received an investment from serial investor Anne Stampe, who now owns 20% of the business. Therefore, the talent group will have the opportunity to work in the co-working space, Female Founders House, of which Anne Stampe is a co-owner. The doors will be open from Monday to Friday, 8:30 AM to 3:30 PM.

CASE DESCRIPTION

Little Savage has had a store on Læderstræde 12 in Copenhagen since 2019, but as the company grows, a new store will be opened in Carlsberg Byen in March. It is a deliberate choice for the company to go this route instead of becoming more digital because their product is both aesthetic and sensory. Therefore, it is crucial that customers can see and touch the product. Additionally, Little Savage does not want to venture into "fast fashion" as it goes against their values.

As part of the opening of the new store in Carlsberg Byen, Little Savage needs to become more transparent about their processes, which have mainly been manual, relying on spreadsheets and calculations in Excel. Every month, Bettina Foltinger submits a report to Anne Stampe, which contains a lot of data that the team can investigate in the context of digitizing and standardizing the company's processes, as well as other relevant information about the company.

Bettina Foltinger wants to systematize, digitize, and create an overview of their purchasing, pricing, and orders to factories. In general, she wants to gain an overview of the current processes so that the company can be streamlined and standardized, saving time and resources. This process will also be important in addition to the new store opening in Carlsberg Byen.

In the long term, Little Savage aims to sell its products in Switzerland, with a particular desire to test sales in ski areas. Additionally, there is a future goal of a new branding strategy with a focus on sustainability. The current case description is limited to focusing on digitization and a Go-To-Market strategy for the launch in Carlsberg Byen to keep the description from becoming too broad.

TASK AND EXPECTATIONS

0. Phase: Onboarding and calibration of the project

- 0.1. Onboarding and calibration of KPI's for the project
- 0.2. Onboarding to the company and industry as well as the tool.
- 0.3. Alignment between the team and company regarding the project and expectations.
- 0.4. Calibration of time and tasks for the project.
- 0.5. Determine roles and responsibilities within the team so that you know who is responsible for which tasks. For example, who should be the project manager?



O.6. Fill out the onboarding and alignment document together with the company and relevant contact persons.

1. Phase: Mapping and analysis of the company's current work processes: Uncover Internal needs

- 1.1 Interview Bettina and possibly other relevant employees to clarify:
 - 1.1.1 How do the current work processes operate? How is order flow, purchasing, and pricing managed?
 - 1.1.2 What challenges are experienced with the current system?
 - 1.1.3 How is data currently entering the company, and in what format?
 - 1.1.4 How should this data be processed?
 - 1.1.5 Where do errors typically occur (if any)?
 - 1.1.6 What are the requirements for a new system? (Are there specific needs related to invoicing, for example?)
 - 1.1.7 How can the company best create an overview of how Little Savage generates its revenue, where the profit lies, break-even points, and ROI (return on investment)?

2. Phase: Market analysis of relevant digital systems and the development of a data platform or another relevant system:

- 2.1 Decide which processes should be digitized and assess whether some should be standardized.
- 2.2 Research the market to determine which database or other relevant systems would be suitable for Little Savage based on the needs identified in phase 1.
- 2.3 Implement the system or platform that can best address the needs of Little Savage, considering the needs uncovered in phase 1.
- 2.4 Test the system and initiate the implementation process with anchoring and handover to Bettina and potentially other relevant employees in the company.

3. Phase: Go-To-Market plan for the opening of the store in Carlsberg Byen:

- 3.1 Read Cowi's report on Carlsberg Byen's market potential. What trends are observed, and how should Little Savage address them?
- 3.2 Identify the target audience for the new store in Carlsberg Byen, including residents, visiting tourists, and businesspeople. How should Little Savage reach out to them? (Understand their preferences and behavior regarding the products Little Savage offers.)
- 3.3 Investigate whether there are other stores in Carlsberg Byen that could compete with Little Savage:
 - 3.3.1 How should Little Savage differentiate itself from these existing stores already established in the community?
 - 3.3.2 How can Little Savage's unique market position be clearly communicated?



- 3.3.3 How should Little Savage market itself in conjunction with the new opening in Carlsberg Byen while staying true to the business's brand identity? Are there relevant campaigns that could be run, for example?
- 3.4 Collaborate with Bettina to establish objectives for assessing the success of the new store opening, such as visitor numbers, revenue, customer satisfaction, and more.

OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

Wanted outcome after 8 weeks:

- ✓ A qualified system that can address relevant needs within the given framework and requirements
- ✓ A clear plan for the implementation of the upcoming system, with an initiation of the implementation process.
- ✓ A Go-To Market plan for the opening of the new store in Carlsberg Byen.

RELEVANT AREAS OF COMPETENCE

- Marketing, IT, and finance.
- Business development and business acumen.
- Rhetoric, communication, anthropology, and a general holistic mindset.
- International students are welcome.
- Experience with and a desire to work as a project manager.
- Talents who are curious about the case and find it exciting.
- Talents who enjoy delving into numbers, data, and systems.

TALENT PROFILE

At Little Savage, they are looking for a young and energetic team, and the employees are eager to provide ongoing guidance throughout the process. Bettina Foltinger suggests having a weekly KickOff meeting every Monday (or on a day suitable for the talents). During these meetings, they will collectively check the status and discuss any questions.

Bettina Foltinger will be the primary contact person for the project, but Zhen Mai and Lykke Lindegård will also be available as needed. It will be possible to work in the store on Læderstræde 13 in Copenhagen if the group is not complete due to limited space in the store. During the onboarding, the whole group will also receive a guided tour of the same store, which is approximately 1 km from the Female Founders House. When the new store opens in Carlsberg Byen, the talents are, of course, invited to the reception.

Bettina Foltinger is looking for 5-6 talented students who will have the opportunity to work with autonomy and responsibility. This includes the option to work from home. As a talent, you will have an exciting and unique opportunity to build a network through your daily presence at Female Founders House. You will also have the chance to work independently with a brand that has chosen a different approach compared to other brands in the same industry. Come and be a part of shaping the future journey for the company you've seen on the Danish TV show "Løvens Hule" on DR!