

# Truck Center Kolding

Truck Center Kolding is a well-established service workshop located in Kolding. They service a wide range of recognized brands within the transportation industry, including Volvo, Mercedes, and Scania. The company has cooperation agreements with OK, Danish Crown, and Arla, among others. With a mission to be available 24/7 and with a dedicated team of 30 employees, they strive to keep customers' vehicles ready for the road with fast and competent service. The company's culture is characterized by flexibility, job satisfaction, and a present leadership. With a focus on transparency, they offer clear service contracts and guarantee quality repairs, reflecting their commitment to meeting customers' needs.

CASE: Truck Center Kolding is facing challenges in attracting and retaining talent as well as modernizing their marketing efforts. The talent team is tasked with developing a strategy to make the company more attractive and communicate their brand more effectively. This includes mapping out the company's current marketing efforts, developing campaigns and events, and streamlining the company's mission and vision more effectively. Furthermore, the team will create a yearly plan detailing upcoming marketing activities and concrete actions. The goal is to create a modern and effective marketing strategy that addresses both internal and external audiences.

## OVERVIEW

Company	Truck Center Kolding ApS
Location	Hesselly 13, 6000 Kolding
Contact person	Henrik Conradsen – CEO / Hanne Røhl Kriegbaum – Board Member

## COMPANY PROFILE

Truck Center Kolding is a professional service workshop located in Kolding. The company was established back in 2015 by the current owner, Henrik Conradsen. They service many recognized brands within the transportation industry, including Volvo, Mercedes, DAF, MAN, Scania, Renault, and Ford. TCK has cooperation agreements with OK, Danish Crown, and Arla. However, they take on any vehicle challenge – regardless of make and model.

At Truck Center Kolding, they offer repair services for trucks, trailers, truck-mounted cranes, lifts, hydraulic systems, and tires. At their workshop in Kolding, they prioritize providing both service and repairs quickly and competently so that the customer's vehicle can be road-ready in no time. Truck Center Kolding understands that the transportation industry needs to keep moving, and they do their part every day to keep it going. The company's mission is to become an independent service workshop – no matter where the customer's truck breaks down or when it happens. Therefore, they are available to their customers 24 hours a day.

The organization consists of a highly skilled team of 30 employees, who are ready every day to repair the customer's vehicle or crane when it needs servicing. Should the customer experience an incident on the road, Truck Center Kolding has the capability to dispatch a service vehicle to quickly and easily meet their customers' needs on the go. The structure of the company is very

flat, and there is a short distance from the management to the mechanics.

The company's culture is very vibrant and flexible. Being adaptable and open to change describes the culture at Truck Center Kolding. Job satisfaction, good conditions, and work facilities are keywords for the company's everyday life, reflected in the company's many company trips and events.

The workshop is equipped with advanced tools and specialized in repairs for each specific brand, giving the company the ability to perform high-quality repairs. Their mechanics ensure quick and reliable repairs without unnecessary waiting time, as the company understands the importance of keeping their customers' trucks on the road. At Truck Center Kolding, they offer clear service contracts, defining repairs and maintenance to avoid unexpected costs.

The upcoming objectives for the company are to expand with more workshops in Denmark, acquire more customers, and hire additional employees. Therefore, the company needs to optimize their employer branding strategy and create a cohesive approach to their marketing efforts. It is, among other things, a desire for the company to rebrand itself as TCK instead of Truck Center Kolding in the future. Hence, they are currently looking for a team of students to help them take the next step with their marketing.

## **CASE DESCRIPTION**

Truck Center Kolding aims to improve their current recruitment of new talent while also developing a strategy for retaining existing employees and ensuring high employee engagement. The talent team will need to develop a structured plan for attracting new employees in the future, identifying key elements to emphasize and how to make themselves more attractive.

The current marketing and communication, both internally and externally, are sometimes considered old school. Therefore, it will also be the team's task to guide Truck Center Kolding in a more modern direction. The team will need to analyze the company's current marketing efforts to identify what works well, what doesn't work well, and provide recommendations on how to improve. Additionally, campaigns and potential events should be developed for future use

Truck Center Kolding has a very strong brand, but the challenge lies in promoting and communicating why they have such a strong brand. There is a desire to create greater brand awareness, and the goal is for the company to become better at selling their brand externally, making them more attractive in the market and to potential new employees. Therefore, it is crucial to focus on the image that Truck Center Kolding presents to their customers and what they are trying to sell. The company aims to brand itself as TCK in the future. So, when they eventually open new workshops, they will be named TCK (City Name). This should be an essential factor in the new branding strategy.

Henrik Conradsen desires for the company's mission and vision to be more prominent in future marketing efforts. The mission is to be a leader and innovator in the market, while the vision is to



deliver the best service with a high degree of flexibility. How this can be reflected in future marketing will be up to the talent team to map out.

Finally, the team will need to develop a yearly plan outlining the marketing activities, services, offers, campaigns, and events that TCK will undertake in the coming year. This annual plan will serve as the foundation for the company's upcoming strategy, targeting both internal and external audiences. It will function as a guiding element, clarifying and providing an overview of the company's marketing goals and purposes.

The project will need to focus on three main aspects:

1. How can Truck Center Kolding better and more modernly brand itself to recruit new employees and retain existing ones?
2. How can Truck Center Kolding effectively communicate what the company stands for?
3. Develop an annual plan outlining and mapping the marketing activities (services and offers) that Truck Center Kolding should undertake in the coming year.

## TASKS AND EXPECTATIONS

### **0. PHASE: Onboarding and calibration of the project.**

- 0.1 Onboarding to the company, including their vision, values, current strategy, and an overview of the market and industry they operate in.
- 0.2 Conduct an alignment of expectations with the team, including the frequency of feedback and collaboration.
- 0.3 Provide a comprehensive introduction to the challenges of the case and the desired outcome for the company.
- 0.4 Review the specific tasks of the case, and qualify the different phases, prioritizing tasks based on their importance. Develop also a project plan.
- 0.5 Establish roles and tasks within the team, so that internally, it's clear who is responsible for which tasks/areas.
- 0.6 The above points and alignment of expectations are completed in collaboration with the company in the onboarding form.

### **1. PHASE: ANALYSIS OF THE COMPANY.**

- 1.1 Perform an analysis of the company's current recruitment process.
  - 1.1.1 How does Truck Center Kolding approach new hires?
  - 1.1.2 What activities have they undertaken over time to reach out to new employees?
  - 1.1.3 How do they make themselves appealing externally?
  - 1.1.4 Review the recruitment process from start to finish and identify how the company attracts new talent.
- 1.2 Perform an analysis of the company's current employer branding strategy.



- 1.2.1 What are they currently doing to create employee satisfaction and engagement?
- 1.2.2 How do they involve and retain their employees?
- 1.2.3 What do employees think about the current employer branding? Conduct interviews with employees to understand their perception of the current employer branding.
- 1.2.4 Review the company's internal initiatives and events.
- 1.3 Map the company's current marketing efforts.
  - 1.3.1 Through which channels does Truck Center Kolding market their business
  - 1.3.2 How do they market themselves on these channels
  - 1.3.3 What messages do they communicate?
  - 1.3.4 How do they promote and communicate their brand?

## **2. PHASE: DEVELOPMENT OF FUTURE MATERIAL.**

- 2.1 Develop a new recruitment process. Consider the following:
  - 2.1.1 Through which channels should they recruit new employees in the future?
  - 2.1.2 What messages do you believe the company can effectively use to recruit new employees?
  - 2.1.3 What is particularly important to consider when recruiting new employees?
- 2.2 Map out Truck Center Kolding's future employer branding strategy.
  - 2.2.1 How should they involve their employees in the future?
  - 2.2.2 How should they retain and attract employees in the future?
  - 2.2.3 What initiatives/events should they consider in their future branding.
- 2.3 Develop new marketing initiatives.
  - 2.3.1 Develop possible campaigns that the company can effectively promote on social media.
  - 2.3.2 Create posts that the company can share on their LinkedIn profile.
  - 2.3.3 What messages should Truck Center Kolding emphasize in the future?
  - 2.3.4 How will you integrate the company's mission and vision into future marketing efforts?
  - 2.3.5 Through which channels should the company promote itself?

## **3. PHASE: DEVELOPMENT OF ANNUAL PLAN AND REPORT.**

- 3.1 Develop an annual plan that illustrates and describes Truck Center Kolding's marketing initiatives. The plan should address both internal and external audiences and should be based on the following:
  - 3.1.1 Campaigns and posts.
  - 3.1.2 Events and activities.
  - 3.1.3 Actions in the respective months.
  - 3.1.4 Others?
- 3.2 Prepare a report that includes the following:
  - 3.2.1 The key findings made during the project.
  - 3.2.2 What should Truck Center Kolding do more of in the future?
  - 3.2.3 What should they avoid doing in the future?
- 3.3 Develop a plan for how the company will attract new employees in the future and how they will become more attractive.



## OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

Wanted outcome after 12 weeks:

- ✓ PowerPoint presentation with specific proposals for future marketing efforts
- ✓ A report mapping out the key findings and recommendations on what they should and should not do.
- ✓ An annual plan visually illustrating what the company will undertake over the next year.

## RELEVANT AREAS OF COMPETENCE

- ✓ Marketing & Social Media
- ✓ Communicative skills
- ✓ Initiative
- ✓ Visual abilities
- ✓ Independent drive
- ✓ Ability to work autonomously with responsibility
- ✓ Proactive students

## TALENT PROFILE

As a talent at Truck Center Kolding, you'll have a unique opportunity to contribute to developing future marketing initiatives and improving the current employee branding strategy. In other words, you'll be leading the charge in updating the marketing approach from being somewhat old school to being up to date.

As a team, you'll have your daily activities at the address Hesselly 13, 6000 Kolding. It's a brand-new renovated office space where you'll have your own workspace throughout the project period. This gives you the opportunity to work undisturbed, yet you'll also have the option to seek assistance if needed. You'll be part of a fresh and flexible company culture where joy in work, good conditions, and facilities are top priorities. Plus, you can leave your packed lunch at home since Truck Center Kolding offers a canteen arrangement for talents. The company is also open to a hybrid work model with the option for remote work days.

Truck Center Kolding is undergoing significant development, so you can expect changes during the project period. Additionally, it's a highly accessible company, and the talent team will work closely with the director, Henrik Conradsen. This allows the team to access necessary data and information quickly and easily during the project. Truck Center Kolding values proactivity and initiative, encouraging students to make their mark on the project. Therefore, as a talent in the company, you'll experience a high degree of autonomy with responsibility.

If you're eager to shape the company's future marketing initiatives and optimize their employee branding strategy, then this case is perfect for you.