

Enkotec A/S

Enkotec A/S was founded in 1981 when a groundbreaking and innovative rotational principle was invented, making it possible to combine wire feeding and wire cutting formation into a single continuous process with rotating movements. The company's machines are based on the aforementioned rotational principle, which enables high-speed and high-quality production. The rotational method originated from a research project between the Technical University of Denmark and NKT Wirework.

CASE: Enkotec A/S wishes to conduct an in-depth market exploration to identify where their current rotational principle can be used, in addition to its core application in nail production. The analysis should provide the company with insights into the next strategic decisions regarding growth into new markets.

OVERVIEW

Company	Enkotec A/S
Location	Sverigesvej 26, 8660 Skanderborg
Contactperson	Maziyar Frandsgaard (CPO & Head of SaaS) & Gert Kjeldsen (CEO)

New market opportunities for Enkotec's technology

COMPANYPROFILE

Enkotec A/S (hereafter Enkotec) was founded in 1981 when a groundbreaking and innovative rotational principle was invented, enabling the combination of wire feeding, wire cutting, and nail head formation into a single continuous process with rotating movements. The company's machines are based on the aforementioned rotational principle, which allows for high-speed and high-quality production. The rotational method originated from a research project between the Technical University of Denmark and NKT Wirework.

Enkotec, whose name has been synonymous with high-speed operations and high-quality products for more than 40 years, has contributed to ensuring the company's position as an industry expert today. This expertise enables Enkotec to meet the demands and challenges faced by its customers. Enkotec aims to be more than just a supplier, striving to create trustworthy and long-term partnerships.

Enkotec's core competency is based on the unique rotational principle that has been specially developed for nail production. The company works closely with customers to create tailored solutions and services that meet the industry's needs. To maintain the highest quality standards, production takes place at the company's own factory in Denmark— a strategic decision that ensures maximum control and reliability.

The product range spans from standalone machines to complete production systems, making Enkotec a competitive player in the global market. With its headquarters in Skanderborg and around 75 employees covering both administrative and production functions, Enkotec has experienced significant growth in recent years.

To ensure future success, Enkotec is focusing on both existing and new market opportunities where the rotational principle can be applied to other product groups. This strategic development aims to support the company's position as a global leader in advanced production solutions.

CASE DESCRIPTION

In recent years, Enkotec has achieved a strong market position, resulting in significant economic and organizational growth. To ensure continued growth and reduce the risk of market fluctuations, Enkotec wants to explore the potential for applying its unique rotational principle in industries outside of nail production. The goal is to maximize both top-line and bottom-line performance.

The team should start by gaining a deep understanding of Enkotec's rotational principle. Following this, a comprehensive brainstorming session should be held to identify potential areas of application for the technology outside the nail industry. The brainstorming should be open and creative to generate as many ideas and opportunities as possible. The team should document their insights and prioritize the ideas based on valid arguments. This list will be presented to Enkotec as a basis for selecting focus areas for the next phase.

In the second phase, the team should develop a plan for the upcoming market analysis. Relevant analysis points should be outlined, which may be inspired by the suggestions below (specific tasks) as well as the team's own assessments. The analysis format and selection of parameters will be presented to Enkotec to ensure clear expectations for the next steps.

The team will then carry out the market analysis based on the results, considerations, and choices made in phases 1 and 2. If deemed necessary, the team may present their insights to Enkotec throughout the process to gather feedback and input for the analysis. Finally, after completing the market analysis on 1-3 areas (industries, product groups, etc.), the team will present their findings to Enkotec. Enkotec expects a comprehensive analysis of at least one, and ideally several, areas.

The project concludes with the creation of an action plan that summarizes the team's work and outlines the next steps for entering new markets. The plan should provide Enkotec with a clear understanding of where they stand in the process and what will be required moving forward.

If there is remaining time, the team can continue the market analysis and explore new areas based on their previous insights in phase 1.

This process ensures a structured foundation for Enkotec's strategic growth and diversification of their product portfolio.

TASK

The specific task for the case is divided into following phases:

0. PHASE: Onboarding and establishment of overall objectives

0.1 The company and the team will review the document "the good onboarding" sent by LEAD THE



TALENT to Enkotec and the candidates. After this, a comprehensive plan for the general onboarding will be created

1. PHASE: Development of analysis points according to the chosen market analysis format

- 1.1 Enkotec will initially provide the team with insights into how the company's rotational principle works and how it is used in their current business processes
- 1.2 After the team has gained valid insights into the principle an open brainstorming session will begin in accordance with the market exploration of the rotational principle
 - 1.2.1 Which industries can this principle applied to?
 - 1.2.2 Which product groups can this principle be applied to?
 - 1.2.3 Other.
- 1.3 It is important that the team does not impose limitations during their market exploration, as Enkotec wants to gain broad insights into possible industries, product groups, etc.
- 1.4 The team will compile a list of their insights, which will then be presented to Enkotec
- 1.5 Enkotec and the team will then determine which areas should be taken forward to phase 3, based on the market analysis

2. PHASE: Development of analysis points according to the chosen market analysis format

- 2.1 The team will create a plan outlining which analysis points will be used in their market analysis
- 2.2 The team can use the following analysis points as inspiration:
 - 2.2.1 Market size and growth – Evaluation of potential in both value and volume (the latter is of great interest to Enkotec)
 - 2.2.2 Competitive analysis – What does the competitive landscape look like?
 - 2.2.3 Customer analysis
 - 2.2.4 Analysis of strenghts, weakness, opportunities, and threats related to the market (SWOT)
 - 2.2.5 Market segmentation – Division of the chosen market into segments
 - 2.2.6 Market positioning
- 2.3 The analysis points may vary based on the areas to be investigated, which were selected in phase 1
- 2.4 The team will present their analysis points to Enkotec to ensure alignment of expectations for the further analysis

3. PHASE: Development of market analysis

- 3.1 Based on the team's analysis points from phase 2, the team will begin their market analysis for the chosen industries, products group, etc., as determined by the team and Enkotec
- 3.2 The team will present ththeir market analysis to Enkotec as the conclusion of the phase

4. PHASE: Development of an execution plan for future work on the project

- 4.1 The team will gather their insights and create an execution plan for the work ahead in the area they have been working on



5. PHASE: Continuation of market analysis based on the teams prioritized list from phase 1

- 5.1 If there is time remaining, the team will continue working on the project and extend their analysis
- 5.2 The team may choose to focus on other industries and/or product groups they identified in phase 1, which should undergo the same analysis process as in phase 3

OUTCOME FOR THE PROJECT

After the project, the company would like to achieve:

- ✓ Mapping/market exploration of industries, product groups, etc., where Enkotec's current rotational principle can be applied
- ✓ Market analysis based on the mapping of relevant industries, product groups, etc.
- ✓ An execution plan for future work in the area of the project

PROFILE PROFESSIONS TO THE CASE

- ✓ Market segmentation, Market Research, Internationalization
- ✓ Business Development
- ✓ Project management, Project coordination
- ✓ Anthropology, Data collection, Data management
- ✓ Strategic thinking, Innovation, Curiosity
- ✓ Commercial business understanding

TALENTPROFILE

Would you like to help shape Enkotec's future growth strategy?

Enkotec is looking for an engaged and visionary team to take the first crucial steps toward realizing the company's strategic ambitions for market growth. Enkotec is seeking individuals who think in terms of opportunities rather than limitations and who can contribute with an open, creative mindset.

In the project's initial phases, the focus will be on exploring a wide range of potentials and opportunities. Therefore, a structured and critical mindset is highly valued to evaluate and prioritize the right strategic actions.

Enkotec will select the team based on diversity as the foundation. Different competencies and perspectives will be essential to create synergy and ensure success throughout the project's duration. As Enkotec is a global player, the case is open to both Danish- and English-speaking individuals.

The team will receive close guidance from Maziyar, while Gert will contribute to decision-making at the strategic level. To foster creativity and innovation, Enkotec will provide a dedicated office space – an inspiring environment where the team can develop ideas and solutions.

Join a unique project and help create the foundation for Enkotec's future success.





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