

# Peikko Danmark A/S

Peikko Danmark ApS is a subsidiary of the Finnish Peikko Group Corporation, a global leader in developing and manufacturing innovative solutions for the construction industry. The company has been present in Denmark for 20 years and specializes in beams, assembly elements, and fittings for concrete and hybrid structures. With 14 employees in Denmark, half of whom are technical salespeople, Peikko holds a solid position in the Danish construction industry.

CASE: The case focuses on developing a targeted strategy to strengthen Peikko's position within wood and hybrid constructions. The task involves mapping the market, analyzing competitors, and creating a Go-to-Market strategy with an accompanying budget for 2026. This strategy will support Peikko's ambitions to expand their customer base and increase visibility among architects, developers, and wood suppliers.

Virksomhed	Peikko Danmark ApS
Lokation	Magnoliavej 4A, 5250 Odense
Kontaktperson	Jonas Høg (Direktør) Lisa Nielsen (Marketingmedarbejder) Henrik Harder (Salgsansvarlig)

## DETAILED DESCRIPTION OF PEIKKO DANMARK APS

Peikko Danmark ApS operates as part of Peikko Group Corporation, which employs approximately 2,000 people globally and has its headquarters in Finland. In Denmark, the organization consists of 14 employees, including technical salespeople, a marketing specialist, and a sales manager. The company is known for its innovative solutions, including DELTABEAM®, which is widely used in concrete construction.

Peikko manufactures all its products in its own factories across Europe and handles documentation, product development, and distribution internally. In Denmark, the sales process is primarily driven by direct relationships with engineers and precast concrete manufacturers, where Peikko provides technical advice and support. While the company has an established position in the concrete segment, wood and hybrid structures represent a new strategic focus area.

The company aims to expand its product portfolio to include solutions for wood construction. Their current wood-related products, such as ROCCO, BESISTA, and ATLANT, are in the testing phase, and Peikko sees significant potential in developing and positioning these solutions in the Danish market.

## **DETAILED DESCRIPTION OF THE CASE**

Peikko has a large number of unprocessed leads in their CRM system, which can be converted into sales through a structured approach to prioritization, follow-up, and continuous data maintenance.

The Danish construction industry is experiencing increasing demand for sustainable solutions, including wood and hybrid constructions. Peikko Danmark aims to expand its market share in this segment and strengthen its position as an innovative solution provider. The case focuses on identifying new customer groups, understanding decision-making processes, and developing an effective Go-to-Market strategy.

A key challenge is that decision-making processes for wood construction differ from those for concrete. Architects and developers play a more significant role in material and solution selection, while Peikko's traditional focus has been on engineers and contractors. To succeed in promoting solutions such as ROCCO, BESISTA, and ATLANT, Peikko Danmark must map the market, analyze competitors, and develop a targeted marketing strategy.

The goal is to create a strategic action plan that includes a concrete sales and marketing plan and a budget for 2026. The case involves both a quantitative analysis of market size and a qualitative examination of decision-makers' needs and barriers.

### **PHASE 1: MAPPING THE COMPANY'S PRODUCTS**

- Identify and analyze Peikko's existing products for wood and hybrid constructions (ROCCO, BESISTA, ATLANT, and DELTABEAM®).
- Investigate product strengths and differentiation opportunities relative to competitors.
- Map internal resources and competencies that can support a Go-to-Market strategy.
- Define the primary technical and commercial Unique Selling Points (USPs).
- How do Peikko's solutions differ in terms of price, sustainability, and technical support compared to competitors?
- Which internal assets (e.g., technical knowledge and marketing materials) can support the strategy?
- Competitor analysis: Map and analyze competitors' solutions for wood connections and bracing systems.
- Identify Peikko's future customers for wood solutions (e.g., wood producers).
- Evaluate the current and future market size for wood constructions.

### **PHASE 2: DATA COLLECTION, REQUIREMENTS, AND CONSOLIDATION**

- Analyze decision-making processes and purchasing motivations among architects, developers, engineers, and wood suppliers.
- Identify barriers and challenges in transitioning to hybrid constructions.
- Outline specific requirements for product communication and marketing materials.
- Provide recommendations on how Peikko can position itself as the preferred partner.
- How can Peikko best tailor its communication to each target group?
- What factors are critical for decision-makers when choosing a supplier?
- Identify current industry challenges and dilemmas.
- Develop a sales and marketing strategy focused on contractors, engineers, architects, and wood suppliers.
- Prioritize a solution-oriented focus rather than a product-oriented focus.

### **PHASE 3: MARKET AND STAKEHOLDER ANALYSIS**

- Map the market size and growth potential for wood and hybrid constructions.
- Identify competitors and their sales and marketing strategies.
- Benchmark Peikko's products against the most commonly used alternatives.
- Investigate new customer groups, including wood producers and assembly firms.
- Analyze awareness of Peikko's solutions among architects and engineers, with a specific focus on wood connections (ROCCO, BESISTA bracing systems, DELTABEAM®, and ATLANT columns).

### **PHASE 4: GO-TO-MARKET STRATEGY AND BUDGET FOR 2026**

- Develop a concrete and action-oriented Go-to-Market strategy.
- Create a detailed marketing and sales plan with a focus on digital platforms such as LinkedIn.
- Prepare a realistic and ambitious budget for 2026.

### **ADDITIONAL WORK (IF TIME PERMITS)**

- Peikko has a large number of unprocessed leads in their CRM system.
- These leads could potentially be converted into sales and should be systematized.
- Develop a structure for efficiently prioritizing and managing leads.

- Identify the most promising leads and propose a communication strategy for follow-up.
- Create a plan for ongoing maintenance and updating of CRM data.

### **WHY SHOULD TALENTS CHOOSE THIS CASE?**

As a talent working on this case, you will engage with a highly relevant and strategically important challenge in the construction industry. You will gain hands-on experience in developing Go-to-Market strategies, conducting market and competitor analyses, and delivering concrete solutions that can be directly implemented into Peikko's business strategy.

Through this case, you will gain insight into a global company that is a leader in innovative solutions for both concrete and wood constructions. You will collaborate closely with experienced professionals and have the opportunity to shape Peikko's future position in the wood and hybrid construction market. The case offers you the chance to combine strategic thinking with practical execution, resulting in a concrete Go-to-Market strategy that delivers real value to the company.

You will develop skills in market analysis, competitor monitoring, and strategic communication while gaining a deep understanding of complex decision-making processes in the construction industry. Additionally, you will have the opportunity to work with data management by optimizing Peikko's CRM system and structuring unprocessed leads for increased sales.

This case provides a unique opportunity to strengthen your analytical abilities, enhance your project management skills, and deliver a solution that can be implemented in practice. If you are eager to grow professionally and make a tangible impact in an international company, this case is an excellent opportunity to showcase your skills and drive measurable results.