

PROJECT

Customer relationship management and marketing 6/2019 – 12/2020

Funded by
North Savo ELY Centre



Centre for Economic Development,
Transport and the Environment

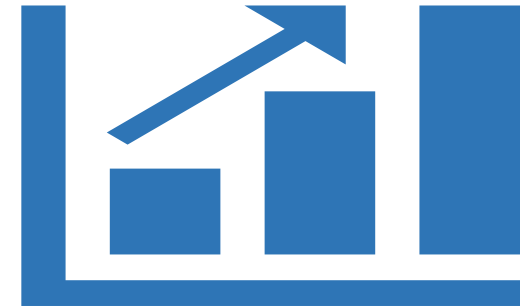


European Union
European Regional
Development Fund

Leverage from
the EU
2014–2020

GOALS

Our goals are to strengthen the international competitiveness of the company and to achieve better results.



To achieve the goals

- We are renewing the brand
- We design effective marketing and metrics for it
- We create and implement a key customer concept
- We develop our quality system and bioinformatics, we apply for accreditation
- Investments in our laboratory

SUB-PROJECTS

1) Branding

The brand is a cornerstone for business opportunities, growth and expansion. We clarify and strengthen our strategy by standing out and strengthening our success factors. Avidly as a partner sums up brand and communication.

2) Marketing

The aim is to systematize marketing and create an operating model for measurable and effective marketing. Objectives, metrics and action plan will be developed.

3) Key Account Management

A systematic approach to customer analysis, management and development. Customer understanding is deepened through customer interviews, which creates a basis for purchasing paths.

4) Development of the quality system as a factor of competitiveness in line with EU legislation, the guidelines of the European Food Safety Authority and customer requirements (e.g. accreditation). Bioinformatics will be further developed with productivity and quality in mind, and instrument maintenance will be integrated into the quality system.

5) Investments in our laboratory.