

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

#### NAME AND ADDRESS OF COMPANY

Name:	KAMF – Value-adding production and logistic solutions
Address:	Hornbjergvej 71, 86228644
Web:	www.kamf.dk

#### CONTACT(S)

Name:	<a href="#">Lasse Mølskov</a>	Name:	
Title:	<a href="#">CEO - Managing Director</a>	Title:	
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#### DESCRIPTION OF COMPANY

<p><i>KAMF is a modern machine shop with strong competences in production technology, turning and cutting, IT, logistics and procurement. KAMF has modern and highly automated production facilities as well as providing logistics and IT solutions. KAMF is a subcontractor of machinery parts to companies such as Makeen Gas Solutions, TetraPAK and Marel, which need small stainless steel moving parts for their factories.</i></p> <p><i>KAMF attaches great importance to professionalism, reliability and quality, and is organised in a way that makes it possible to guarantee that the products will be delivered on time.</i></p> <p><i>Lasse Mølskov is the CEO of the company. There is a flat structure with a small secretariat which handles customer contact, sales, administration, complaints, shipping and stocks. There is no foreman, as the 15 trained industrial technicians work autonomously. When they start, they get a new computer and tools. They plan their own time, and if a machine breaks down, they have it repaired. They ask a colleague to assist in the production if they fall behind, and they do more work if they have extra time. Based on the customer's drawing, the industrial technicians program the computer themselves so that the machine can produce the desired parts. KAMF always prioritises having the latest equipment in the production, and many of the industrial technicians have been there for a long time, as it is possible for them to immerse themselves in the production.</i></p>
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*According to the company, many customers stop by because the company has a good reputation and is known for delivering high quality on time. However, as something new, KAMF wants to increase their sales efforts in order to expand the customer base.*

*In its sales work, KAMF focuses on the following:*

*High quality and on-time delivery*

*Assembly of complex industrial components, so that it is easier for the customer to implement them in the production, saving the customer time*

*Economies of scale in all parts of production, so that customers are offered a reasonable price.*

*KAMF does not consider the website and brochures to be particularly effective tools in the battle for new customers. However, the company finds that if they succeed in persuading a potential customer to come and see the facilities and the professional production, then they have won the customer.*

*The company has created a LinkedIn profile where they present the company and share examples of the complicated production of machinery parts which customers find interesting – in other words, business-to-business communication. There is a wish for the industrial technicians to play a greater role on the LinkedIn profile.*

## **THE CHALLENGE**

*Lasse Mølskov finds that it can be difficult to attract new customers, to arrange a sales meeting or ideally to get customers to come and visit the company and see the production.*

- *The company would like to receive ideas for initiatives which can motivate customers to come and visit the company and see the production.*
- *In addition, the company would like to receive suggestions for how to motivate the industrial technicians in the production to become involved in KAMF's communication with potential customers, e.g. via LinkedIn or at trade fairs.*