

4. Marimekko expansion

Marimekko follows the Uppsala model. It started in its home country (Finland) then expanded its business to its neighbouring countries. The expansion of the company went gradually which is exactly what the Uppsala model is about.

ambition: increase its global visibility as a unique design brand. They are achieving their goal by gradually expanding and explore and get to know new markets better bit by bit. We think this is a good way to achieve their goal. It's a successful company so apparently its strategy must have worked out.

2. European integration

The European integration has been a benefit to Marimekko as it has helped the expansion to Europe through free trade areas.

conclusion 1.

Pro active lawyering could be a new way of providing legal services. We don't know if this concept is going to work out so our answer is speculative. We think that potential clients should be raised awareness of the existence of this new approach and make them aware of problems they could avoid using this service.

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