

TEAM H

Marimekko-case

1) Marimekko's interests are represented at the EU institutions that shaped the single market and its business environment. Multiple actions and interest groups can be appropriate for institutional relations. Some lobbying strategies require higher and lower resources, permanent or sporadic presents in Brussels and direct or indirect lobbying strategies. It is essential for the company to play an active role in the institutional arena and to find the right partners to cooperate with.

2) We think that European integration is a benefit but also a challenge to Marimekko.

It helps Marimekko as subjects as customs and tariffs and any other kinds of restrictions. Those no longer hinder Marimekko's export to other Member States. The whole markets were "harmonized". The voice of united European voices in international negotiations added negotiation power to the Finnish industry and to a sector under strain across the common market.

Of course there are the challenges what this makes to Marimekko. The competition is harder and the trade becomes bigger. Marimekko needs to make new innovations, the quality must be excellent, creativity will be developed all the time and design must be unique.

4) Marimekko's expansion theory follows the Uppsala's model, because Marimekko is founded in Finland and they worked many years in Finland before they expanded to Scandinavia. Outsourcing could be a possibility because it worked earlier.

5) The euro was a benefit because the sale increased 5 percent to 81.1 million in 2008 from 56.8 million in 2007. One of the main reasons was the import from products to Japan.