



Expertise and insight

for the future

Metropolia Business School International Project Week 2017

Case: Kontti Department Store



Kontti Business Problem for You to Solve

Kontti is one option that helps people not only by taking care of their unwanted items but it uses the profits to do good worldwide. However, Kontti is *very dependent on these donations* - the more donations they get, the bigger the positive impact.

One part of the challenge for Kontti is awareness. Kontti is especially interested in young customers and increasing awareness of Kontti operations amongst them. Better online presence and new innovative ideas such as gamification have been discussed in order to improve the situation, but Kontti needs your help.



The Finnish Red Cross would like you to come up with innovative ideas and solutions for Kontti that would help them reach young consumers and that would work in real life and have bigger positive social and environmental impact both in Finland and worldwide.

Possible focus areas:

- Reaching young consumers both as customers and donators
- Future retail design for Kontti stores to better include principles of equality and inclusion
- Communicating about and marketing Kontti operations (incl. Social responsibility, donations, proceeds...)
- New and innovative ways for customers to donate
- Something else based on your own analysis and creativity



- In teams of 5-6 students
 - Approach this task from the perspective of Business Developer / Product Manager / Business Consultant
 - Come up with a tangible proposal
 - Present your proposal to FRC representatives in the poster session on Friday
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- Tuesday: Info package on Kontti and the case
 - Wednesday: Kontti representative answering questions



THANK YOU!

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