

# BECOMING THE #1 PLAYER IN THE HEALTH FOOD INDUSTRY

## BACKGROUND

Axellus Oy, a company in the health food business, aims at becoming the best company in its industry. Long-term, systematic development is essential for reaching the objective.

Mercuri International is the chosen partner for sustainable development

"As our objective is to become best-in-class in our industry in leadership, marketing as well as in sales, we develop all disciplines simultaneously. Every employee participates in our training program"

Axellus Oy Managing Director *Kari Haapakorva*.

## CHALLENGE

Axellus is an unknown company for many consumers, but more than 90 percent of the adult population recognise the most known brands, such as Möller Omega-3 products and Nutrilett weight control products. Although the reputation of the products is a definite strength for the company, one cannot count on success only relying on them. The tough competition in the market calls for comprehensive development of all aspects of the business.

Private Labels, comparable no-brand products and even copiers constantly challenge the main players in the business.

"We compete in a growing and very demanding market. To be the best, Marketing and Sales need to master both products and customers. Our target is to triple the average growth of our industry"

## SOLUTION - FOCUS ON PLANNING AND PRODUCT CATEGORIES

When developing competences, the focus is now on mastering product categories and on sales planning based on products and customers. Axellus aims for creating a way of working where all parts of the business better support the common goals.

The development process, which started more than five years ago, continues as intensively as before. The theme for this year is "Top Shape Sales".

Key Account Managers, Product Managers and Top Management are being developed to better support sales and to better understand the importance of sales planning. In addition to this, the whole personnel participate in common trainings.

"In this way we can all support each other better in our day-to-day work. The best ones will also attend tailored trainings according to their personal needs"

## **SUCCESS FACTORS – COURAGE TO DEVELOP**

Axellus has acted without prejudice when it comes to development measures, taking calculated risks.  
“Whether we win or lose, we aim at learning fast.”

The Top Management is essential in making competence tangible. It must be ‘hands on’, meaning leading from the front – not from behind – and being where the action is. Thus it receives instant feedback without the danger of bias, and is capable of making possibly needed changes to the operations.

Senior Consultant Petteri Immonen, Mercuri International, in charge of the various Axellus development programs, puts emphasis on the actions of Management, when aiming at reaching the development objectives set.

**“It’s essential to set ambitious objectives, to commit to them and to work uncompromisingly to reach them.”**

## **WHY MERCURI INTERNATIONAL**

Axellus has tried other training companies as well. From experience, Axellus has learned that Mercuri International has been able to offer the widest training portfolio for the benefit of Axellus.

**“We chose Mercuri International to be our partner because the company knows us and our industry well.”**

**“The success of Mercuri International is very much based on their ability to listen to us and to provide us with high quality sparring.”**

Axellus Oy Managing Director **Kari Haapakorva**.