



# Case Study



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# Enterprise description of Trimo

- Products and solutions in the construction sector from concept to the project completion (buildings, steel constructions, roofs, facades)
- Founded in 1961 in Slovenia
- Production facilities in Slovenia, Serbia, Russia and the United Arab Emirates, subsidiaries, representative offices and agents in 26 countries around



# Enterprise description of Trimo

- ISO 9001 Quality Certificate, ISO 14001 Environmental Certificate, award of the Slovene Committee on Business Excellence



***"We create with passion – with people  
and for people"***





**Describe the nature of European panel industry in terms of size and characteristics**

# The nature of European panel industry

## Construction market:

- ✓ Residential buildings
- ✓ Nonresidential buildings
- ✓ Infrastructure construction

140 million square meters, of which 15% to 20% is mineral wool panels

## Direct competitors:

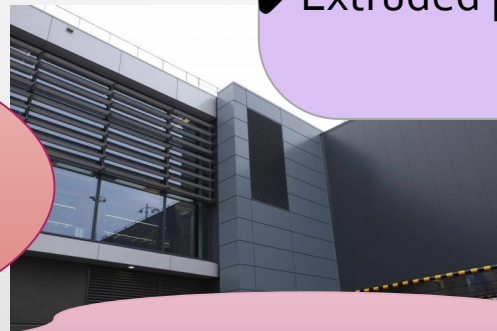
Rukki, Kingspan, Paroc and Metecno

Insulation panels (part of construction of roofs and facades) differ according to the type of filling:

- ✓ Polyurethane
- ✓ Mineral wool
- ✓ Extruded polystyrene

## Top 5 companies in the European construction market:

- ✓ Vinci,
- ✓ Skanska,
- ✓ Bouygues,
- ✓ Hochtief,
- ✓ Ferrovial





**Explain the trends in the  
European construction industry**

# Trends in the European construction industry



Growth is dependent on **economic trends** and **investment in the private and public sectors**

## Western Europe

- relatively slow growth (interest rates are going up, lead to deterioration of credit and loan operations, slow consumer spending, less investment in projects).
- Fastest growth in the field of building renovation.

## Central and Southeastern Europe

- Great business opportunity
- Fast growth rates in the markets of **new EU member states** (Czech Republic, Poland, Hungary, the Baltic states) – 5% to 6% a year.
- Fast growth rates in the markets of **Southeastern Europe** (Bulgaria, Bosnia-Herzegovina, Serbia, Montenegro and Macedonia) are supported by the programs to move towards EU membership.
- **Russian speaking states** (Russia, Belarus and Ukraine) are booming markets. The growth rate in Russia is expected to be 20% (money coming in from oil and gas reserves).





**What are the critical factors of  
success in this industry?**



# The critical factors of success in European panel industry

- Fast economic growth
- Substantial foreign direct investment
- Development programs supported by the EU, the European Bank of Reconstruction (ERBD), the European Industrial Bank (EIB) and the World Bank
- Ability to ensure comprehensive solutions in the field of construction
- Strong R&D and technical support
- Launching of new products (new construction materials, new types of construction, speed and ease of assembly)
- Systematic implementation of customer relations management (CRM) in particular target segments



**Why is a business network so important for the Trimo company?**



# The importance of business network for the Trimo company

1000 workers, 50 markets, manufacturing in Slovenia and abroad

Comprehensive customer relationship management and long-term relationship with customers, investors, suppliers, architects, designers, specialists is a **key strategy**.

Access each of the target groups' satisfaction level to gain feedback to improve future products, services and processes



**How does Trimo develop and maintain its competitive advantage?**



# The development and maintenance of the competitive advantage



## Main advantages

- Clear vision and strategy
- Capital strength
- Ambitious and innovative employees
- Extensive marketing and sales network

## Key competencies

- Advanced construction technologies
- Solution to complex client problems
- Quality products and services
- Profound individual and organizational competencies

# The development and maintenance of the competitive advantage

- Continuous development of the individual competencies of the Trimo employees
- Following the development plan
- Introduction of the new products (cooperation with independent experts, which contribute to knowledge development and innovation)
- Pursuing the company's marketing objectives (maintain the existing and enter new strategic markets)





**What are the main characteristics of Trimo marketing strategy in Southeastern Europe?**





# Marketing strategy of Trimo in Southeastern Europe

- **Aim:** Become the leading European company in the provision of comprehensive prefabricated steel building solutions.
- **Strategy orientation:** long-term two-way relationships, strengthening the brand, support sales (trade presentations, trade magazines, TV advertising).
- **Country-region specific communication** (establishment of local sales companies, hiring local sales representatives).
- Quality solutions, fulfillment the needs of clients, timely completion of projects, customer support improvement.
- **Main parts of marketing strategy:**
  1. Marketing
  2. Research & Development
  3. Production and Purchase





**Describe the Trimo marketing strategy for the Croatian market.**



# Trimo Marketing strategy for the Croatian market

- **Subsidiary Trimo Gradenje Ltd. (Gradenje – construction)**
- Based on corporate strategy, but is targeted specifically to local market, local buyer characteristics, development of the local brunch
- Presentations for the architects and investors in Croatia's larger cities for increasing brand recognition
- Participation in a construction fair for acquiring new contacts
- Advertising in specialized magazines
- Cooperation with local universities for increasing recognition and innovation





**Why did Trimo establish Trimo  
Gradenje in Croatia?**





# The reasons to establish Trimo Gradenje in Croatia

Size of the Croatian  
market

Access into  
the EU

The importance of  
construction industry  
sector in Croatia (15% of  
GDP)

Fast growth in the sector,  
(increasing flow of net  
foreign investments)

Increased importance of  
the construction of the  
shopping centers, logistic  
centers



**What is the role of Trimo  
Gradenje in Trimo Company?**





# The role of Trimo Gradenje in Trimo Company

- Provision of complete solutions
- High quality, recognized by certificates and clients
- Offer of engineering services (project planning, assembly, transport, construction work)
- Sustainment of market share in the Croatian market
- Reaction to the changing market conditions

Thank you for the  
attention!