

HUMAN VALUE INTERNATIONAL

COMPETITOR ANALYSIS

BEST PRACTICE

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Ruukki

Background

Ruukki operates as the supplier of metal-based components and integrated systems to the construction and mechanical engineering industry. In the construction industry it provides metal-based solutions for building constructions, especially for retail, industrial and logistical production and infrastructural implementation.

Assignment

Ruukki assigned Human Value International to make a comprehensive market research and competitor analysis on the market segments of roofing, sandwich panel items and façade panel items and to present, characterize and analyze them according to predetermined point of view.

Actions & Results

The international marketing employees of Ruukki and the experts of Human Value International defined the goals of the project together. The common characteristics of these goals were the market entry and the support of the international strategy of Ruukki.

Human Value International used both primary and secondary sources for the comprehensive research that lasted for three months. In the end, the survey, containing data and conclusions of the questionnaire, phone calls and personal contacts, included the authentic analysis of 100 companies representing the market. Due to the help of our independent interviews with representatives of the target markets, our detailed market analysis was genuine and included important details.



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LETTER OF RECOMMENDATION

Ruukki supplies metal-based components, systems and integrated systems to the construction and mechanical engineering industries. The company has a wide selection of metal products and services.

Ruukki has operations in 24 countries and employs 14,700 people. Net sales in 2007 totalled EUR 3.9 billion.

Ruukki Construction supplies metal-based solutions for building construction, especially for the retail, industrial and logistics construction, as well as for infrastructure construction.

Ruukki has used the services of **Human Value International** for executive search of Country Sales Director, Sales Manager, Financial Manager and Office Manager and we are very happy with the results and the professionalism performed during the whole work process, executed by the experts in the company.

Moreover, I would like to confirm that Human Value International has also realized an in-depth market research on the construction sector in Bulgaria and has provided valuable information that will be useful for our future business development in the country.

During the entire collaboration we have had with Human Value International, I can say that the International team of professionals has proven their high level and quality of their work. We have received on time and up to date information about the search activities throughout the whole process.

Last but not least, I would like to recommend with no reservation Human Value International as a strategic partner for providing any kind of key and executive search services or market research.

Please do not hesitate to contact me if you have questions.



Esa Virrankilpi