

**PUUTERÄ J.  
HALONEN**

**BRIDGE-PROJECT**

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# PUUTERÄ J. HALONEN

- Trade name of Jari Halonen
- Jewelry and small furnitures made of wood
- Every product is handmade by entrepreneur



# THE COMMISSION

J. Halonen wants

- to create personal branding (brand and packaging design)
- to develop product and innovation activities
- to expand his clientele
- to go to the international markets

# THE COMMISSION

## Problems

- A weak personal branding (fex, not international-friendly name)
- A weak interaction with customers (social media, website)
  
- Lack of the information (not clear task)

# Bridge-week

- We searched a different kind of information through the Internet
- We got more information about the company from the interview with the commissioner
- We made:
  - Marketing plan
  - SWOT analysis
  - Brand ideas (name and logo)
  - Retailer suggestions



# WHAT WE ACHIEVED?

- Reached an agreement about our goals
  - Emphasize the brand and the designs
  - Marketing for the products
  - Finding for the possible resellers
  
- Got a mutual decision about ways to achieve our goals

# WHAT ARE WE GOING TO DO NEXT?

- Creating a marketing plan
  - Social Media
  - Target group
- Changing the company's name and logo
  - Ideas for commissioner
  - Sketches
- Helping the commissioner to get the online sales started
  - [www.etsy.com](http://www.etsy.com)
  - Advantages: Easy to use and enables worldwide sales



# Working after Bridge-week





# Marketing plan

- Company's information
  - SWOT-analysis
- Main goals for business
  - Goal 1 to achieve the main goal
  - Goal 2 to achieve the main goal
- Target markets
  - Industry
  - Buyer personas
  - Competitor analysis



- Market strategy

- Product
- Price
- Defined main processes, visibilities, staff for every section in business

- Budget

- Marketing

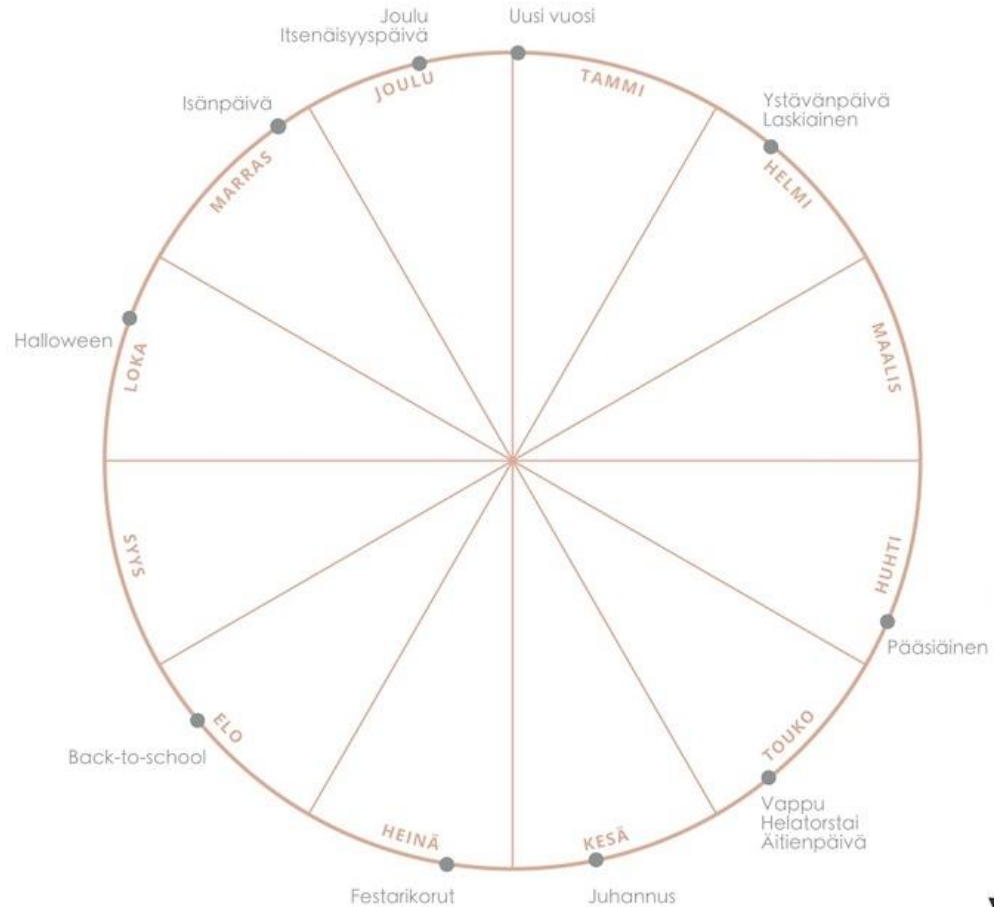
- Marketing channels

- Facebook & Instagram
- Market



# Marketing year clock

- Year clock is to
  - Support commissioner's marketing
  - Support creating offers
  
- Includes holidays



OXÖ INTERIORS

handmade jewelery



unique design

made in Finland



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Marketing  
poster

# Check-list

- Selling on Etsy.com
  - Make goals for sales (sales per month/year)
  - Add products to Etsy.com
  - Figure out transportation to customers
  
- Promoting products on social media
  - Advantages: Wide audience, easy for marketing
  - Add post to Instagram with a memorable caption
  - Share it to Facebook with only one click
  - Have there linked to website

# Packet design ideas

(<https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design>)

(<https://fi.pinterest.com/>)



THANK YOU

