

BRIDGE-project summary

Puuterä / Oxö Interiors

17.5.2019

Our teams commissioner Oxö Interiors is a company owned by entrepreneur J. Halonen. Oxö Interiors sells wooden jewelry, ornaments and small furniture. Our main task was to plan marketing for the jewelry line and to help Halonen figure out the things he could do to make his company better.

At first we got to know our commissioner and we went to his workshop. There we looked at the products and got to hold them. Halonen also explained us the process of making his products and the value of wood in general.

After BRIDGE-week we did a marketing plan where we introduced different ways for Halonen to improve his company's marketing and possibly find more customers. The marketing plan was based on the SWOT-analysis we made and also from our own perspective on what could be improved and how. We also made a marketing poster for Halonen to use in his marketing channels. Our final presentation also has some ideas for possible packet design.

In conclusion, the project was interesting and it taught us plenty on marketing, project work and working together in a international group.