

Nordic Building Merchants —a perspective

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ABOUT STARK GROUP



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5

COUNTRIES

180

STORES

4,844

EMPLOYEES

VISION & MISSION



VISION

We want to be our customers' first choice and create value for them.

We want to be at the cutting edge of service, efficiency and business ethics.

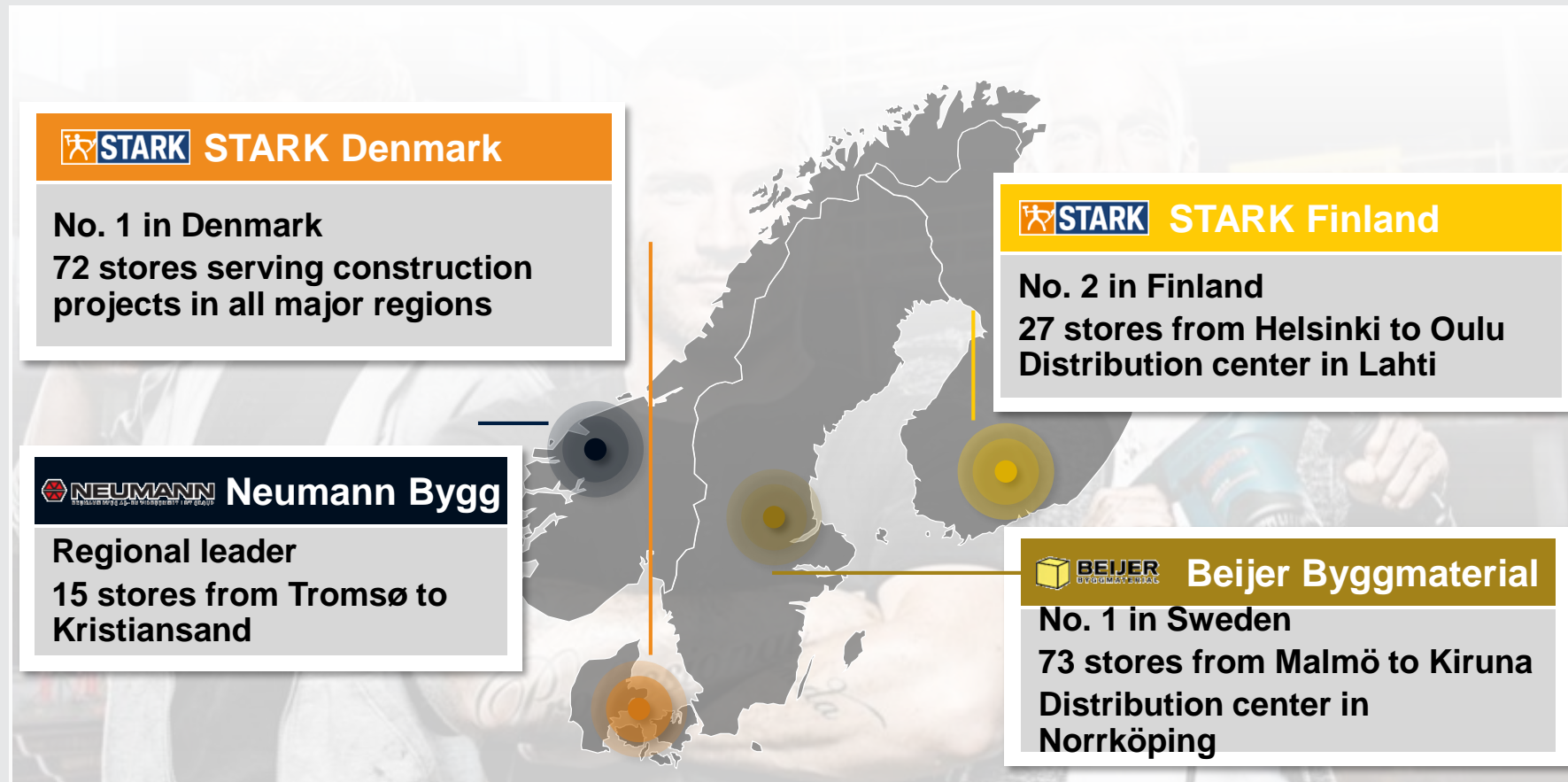


MISSION

We supply best in class logistics and service in our field in the Nordic region.

This enable our customers to find the best solutions in construction, renovation and interior design.

STARK Group is a key partner with Nordic-wide reach



We are the largest Nordic Builder's Merchant and the only player with the network and capacity to work across all Nordic regions

Vi fokuserar på proffs!

Vi bygger dom som bygger

”Vi känner byggarens vardag och arbetar proaktivt för att den ska bli lättare och bättre. Våra kunders framgång är vår egen.”

Pålitliga

Enkla

Relevanta



Main sponsor



- Beat the market 18m i rad
- Oktober all time high
- 5,3M till +7M 2x market
- ByggOle
- Suppliers & customer

A Dallas Cowboys player in a white jersey with blue and silver accents is in a three-point stance on a football field, ready to snap the ball. He is wearing a silver helmet with the Dallas Cowboys star logo. Other players in similar uniforms are visible in the background.

Nya ägare!

LONE STAR FUNDS

- **Riskkapitalbolag** ursprungligen från Dallas
- **Grundade 1995** och har tagit in över \$ 70 miljarder i kapital
- **Erfarenhet från byggmaterial** i Nordamerika och Europa

Creating a fact based marked

[Digital technology is making the different countries markets shrink into one big fact based market]



Digitalt erbjudande: En ny digital plattform för ett bättre kundmöte

Vad vi tror på inom E-handel

-  **Stark tillväxt** i E-handelsmarknaden
-  **Ingen marknadsledande E-handels B2B** aktör i vår bransch i Sverige
-  **Möjlighet att knyta kunden tätare** med digitala tjänste-erbjudanden

Steg 1: Snabbare och snyggare!



- Bättre funktionalitet
- Snabbare prestanda
- Skalbart till olika enheter (telefon, ipads, dator, etc.)

Challenges from a Bygg Handel perspective

Are saw mills ready for above changes or do they still see the Nordic as four different markets (domestic perspective) instead of one market?

Which international threats do you see over the coming period?

We act very traditional, which major changes have saw mills introduced the last 5-10 years?



Reflections

The industry has come far

- Improvement in quality (e.g. Vilma defined products)
- Focus on customer needs
- Standardization

What can be even better

- Move from a national perspective to international perspectives on products, dimensions, regulations etc.
- Continued development on Vilma in terms of detailed descriptions.
- Active marketing and product development
- A stronger focus on ethics and sustainability
- Improved focus on FSC and PEFC

**We are ready for changes for the benefit of our
customers, suppliers and our selves**

Are you ready?



GROUP SOURCING