



“Where innovation meets performance”

HS Business Management Limited

HS Business Management Limited (HSi) has created a unique company offering in supporting SME companies through problem solving and implementation across sales, marketing, strategy, business planning and improvement, capital raise activities, M&A, pre-IPO, business integration, risk management and performance management. HSi has the capability to convert ideas > features > value > sales > investment opportunity. We possess high level relationships with family office, investment banks, funds, institutions and high net worth individuals from phase one to exit strategy.

HSi is a strategic consultancy with keen entrepreneurial thinking based on a team of successful people. It offers a wealth of business foresight; keen insight and experience.

HSi is a company that has a strong emphasis and belief in the philosophy and principles of business intelligence, experience based business solutions. Its track record of working on challenges within SME's and some of the premium lead fortune 500 client organisations, delivering integrated solutions with effective business processes and relevant targeted communications.

HSi's integrated approach to business embraces a holistic process specific to each client that is relevant to both the present and future needs. Our solutions impact not only the business performance but also employee motivation & customer behaviour.

An organisation that needed to change to engage the target audience

Wärtsilä is a global leader in complete lifecycle power solutions for the marine and energy markets. Wärtsilä is the leading provider of ship power, flexible power plants and services. Wärtsilä supports its customers throughout the lifecycle of their installations by optimising efficiency and performance. Wärtsilä supplies ship machinery, propulsion and sealing solutions for builders, owners and operators of all types of marine vessels and offshore applications, – focus on the growing decentralised power generation market. The power plant business, Wärtsilä focus's on the decentralised energy generation markets. Wärtsilä has its own worldwide service network in over 60 countries.

The China geography for Wartsila had many strategic problems across the sales channel in particular their Decentralised Power solution. The problems were the challenges to cope with areas where large-scale thermal plants were beyond power reach; the answer was to create a CHP concept, which could rapidly develop as a niche market for Wartsila.

Research proved that a large percentage of small-to-medium scale private industrial customers were a strong potential for Wartsila. Chinese customers were not funding enough small technology but demanding large-scale applications. The problem for many years were that Wartsila were not selling their technology to industrial customers and losing opportunities that should have been realised in a accelerated market with the need for power plants. The conclusion was to restructure and bespoke new technology, to have lower cost structures with unique selling proposition and more differentiation on product than the competitors and to localise effectively to the market.

HSI were commissioned to conduct a full SWOT analysis of the market, to present the findings and execute a change program to support and enhance performance to the local market.

Research conducted throughout the regions and with significant analysis provided through The People's University in Beijing, qualitative and quantitative research together with focus groups, demonstrated that a Western brand operating in the people republic of China required a fundamental understanding of the culture, equality, diversity and values of the operating country to engage effectively with the target minds of the local market.

The findings of this analysis demonstrate that:

The Wartsila brand must carry a leadership image – Wartsila is the leader in the power plant industry, it should carry a high-tech image – Wartsila is bringing advanced technology to China, to be accepted by the local market – the name needs to have a positive meaning and should not offensive to the Chinese culture, that the name needs to share a bright future with China – It is creating a win-win situation in China and is not merely coming to “make money”. And finally, the name should be user-friendly – the name should be perceived as a friendly product whereas it is either friendly to the community and environmentally or both.

Helping Wartsila strengthen their communications

Through a series of strategic programs and discovery, HSI provided new brand and awareness links to government securing approval and backing from government. Further research into buying behavior across Wartsila's key target audience in China enabled a soft launch and roll out across a new naming strategy, messaging matrix and strong brand voice and delivery into exhibitions, sales environments, advertising, PR, www and print collateral.

Meeting the business need

Continuing support across the brand and marketing strategy enabled us to develop a strategic framework for the sales channel and process supporting the core offering of power plants, product and services through a strong use of the developed business showcases, proof of capabilities, site visits on projects at different stages of development and measuring performance and the return on investment. Further enhancements were achieved across refining the effectiveness of performance, refinement of the brand message, utilizing successful case studies in China and through positive sponsorship and PR opportunities.

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