



# VARUSTELEKA.COM

MILITARY AND OUTDOORS SPECIALISTS

## STRATEGY 2021-2023

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08.01.2021

## VARUSTELEKA'S VALUES:

# VARUSTELEKA SUPPORTS THE GOOD GUYS

The good guys never stray to the dark side. However, that isn't enough - those in the middle are happy as long as more bad doesn't happen in this world. **Good guys go through the trouble of ensuring that there is more good in this world.**



# VARUSTELEKA'S VISION:



# TOTAL WORLD DOMINATION

## WE ARE FORERUNNERS

- Continuously develop and try out new and better ways to serve our customers around the world
- We will be an international role model
- We dare to take risks

## WE ARE INTERNATIONALLY KNOWN

- We will make Varusteleka known as the best and most unique shop to get good, durable clothing and equipment
- Bring prosperity to Finland: Sell more abroad than we import

## WE ARE A GROWING AND PROFITABLE COMPANY

- Take care of business so that the company has a solid foundation
- We are a company in which employees may improve their skills, may be proud of their work, and enjoy being at work
- We will off-set our environmental impact on a long run
- We are a company that functions properly as a part of society

# VARUSTELEKA'S MISSION:

## TACKLE TASKS HEAD-ON

- Be brave and take initiative
- Help the customer, coworker, or affiliate to succeed

## DO SOMETHING YOU CAN BE PROUD OF

- Try to always surpass the expectations of customers, coworkers and affiliates
- Do things so well that you want to tell others of your accomplishments

## SHARE KNOWLEDGE AND EXPERIENCES

- We strive to be open about both good and bad experiences
- Lead by example for our customers, coworkers, and affiliates

## FULL RESPONSIBILITY

We all have a 100% responsibility to work according to our mission, take care of ourselves, our own work ethics, and our behavior at work

# VARUSTELEKA'S "HIGH VALUE TARGETS"

People who are passionate about the military and / or outdoors lifestyle. For those type of people, we aim to provide best possible gear and clothing for their passions and everyday needs as well



- Main segmentation criteria is **identity** and **passion**
- Varusteleka's "**High Value Targets**" are people who are **passionate** about some aspect of the **military** and / or **outdoors** lifestyle
- We aim to reach the **military and outdoors enthusiasts** globally and provide the best possible gear and clothing for their passions and everyday needs
- "**HVTs**" will **guide all our efforts** on a marketplace



STRATEGIC THEMES 2021-2023	CRITICAL BATTLES TO WIN 2021:	IMPACT:
<b>ENVIRONMENTAL DESTRUCTION AND IRRESPONSIBILITY</b>  <i>Reduce the environmental destruction caused by Varusteleka and promote the circular economy</i>	<ul style="list-style-type: none"> <li>Calculation of product level environmental impact and compensation of caused devastation</li> <li>Restructuring of the unethality program and setting measurable goals for strategy period</li> <li>Creating of Environmental Destruction and Irresponsibility section into online store to report our progress</li> </ul>	<div>Conversion <span>++</span></div> <div>Order Quantity <span>++</span></div>
<b>AMERICA FIRST!</b>  <i>Accelerate attack on the largest and most important market in military and outdoors segment</i>	<ul style="list-style-type: none"> <li>Opening of the new sales channel: Amazon US (Cont. from year 2020)</li> <li>Restructuring our marketing plan for US and CA</li> <li>Create pilot project for co-branded products with potential influencers</li> <li>US market and operational research. What do we not know? (2<sup>nd</sup> half)</li> <li>Push to activate regular pigs and harvest some more (2<sup>nd</sup> half)</li> </ul>	<div>Number of customers <span>+++</span></div> <div>Conversion <span>++</span></div>
<b>BRAND LEVEL-UP!</b>  <i>Make Särnä, Särnä TST, Jämä, and Terävä into internationally-known brands</i>	<ul style="list-style-type: none"> <li>Execute "Brand Level-Up" project from bottom up. Basics in place and brand guidelines in action (Cont. from year 2020)</li> <li>Execute Brand page project. Upgrade of Särnä, Särnä TST, Terävä and Jämä pages in online store (Cont. from year 2020)</li> <li>Create Varusteleka brand book v1.0 to outline our visual guidelines and tone of voice</li> <li>Execution of brand video</li> <li>Packaging reform (2<sup>nd</sup> half)</li> <li>Conduct brand study (2<sup>nd</sup> half)</li> </ul>	<div>Number of customers <span>+++</span></div> <div>Conversion <span>++</span></div> <div>Items/order <span>++</span></div>
<b>WINNING ASSORTMENT!</b>  <i>Make the best possible assortment for the customer. Not necessarily the widest, but the best</i>	<ul style="list-style-type: none"> <li>Implement "High Value Target" approach into category management</li> <li>Improve category management practices and create development plans for all categories for 2021-2023</li> <li>Rework product life cycle management: processes, systems and capabilities</li> <li>Analysis of market potential in camping gear segment for our own brands (2<sup>nd</sup> half)</li> </ul>	<div>Conversion <span>+++</span></div> <div>Items/order <span>++</span></div>

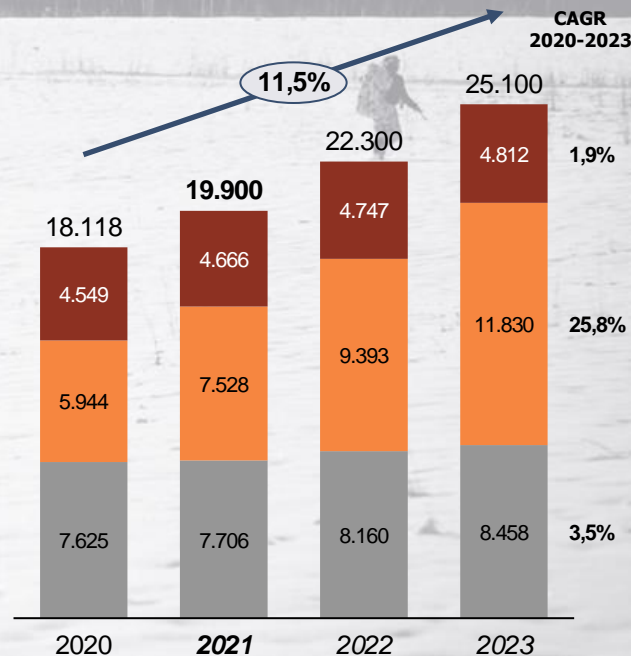
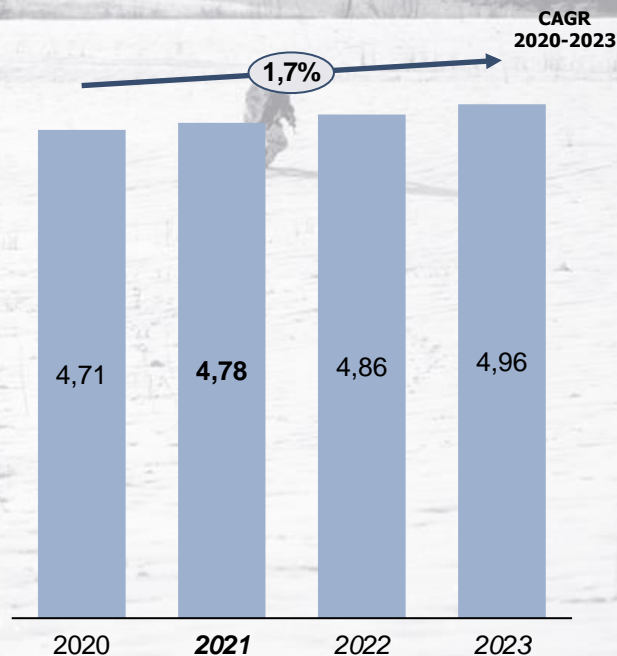
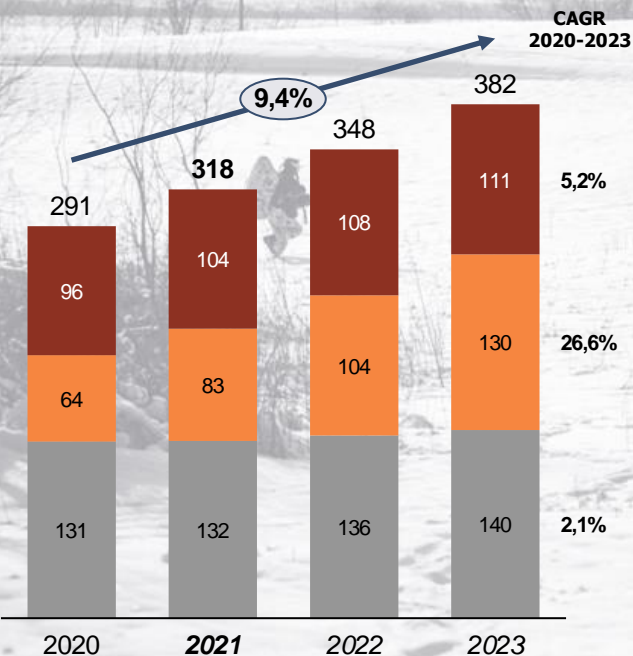
# STRATEGY 2021-2023 IN NUMBERS:

*Our goal is swift but controlled growth that comes from increased customer numbers, better conversions, and the ability to offer more products per order*

NUMBER OF ORDERS (THOUSAND)

ITEMS / ORDER

TURNOVER € (THOUSAND)



Varustelesa.fi Varustelesa.com Store