

# Case study skagen global marketing holl

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During the Gulf Crisis however it was very difficult to sell watches in that price range. In 1990 Charlotte and Henries visited a watch fair in Basel in order to find a manufacturer who was able to produce the watches at a lower cost price. They found a Danish-owned company, Compete Watches, with headquarters in Argus and a clock and watch factory in Hong Kong. In 1992 Charlotte and Henries had an annual turnover of IIS\$800, OHO, primarily through an advertisement on the back page of a big mail-order catalogue for Father's Day. Since then events followed each other in quick succession.

In 1995 the chain store Blooding's included the Shaken Design watches in its assortment ND other retail chains like Macy's, Nordstrom and Watch World have followed. In addition, the watches are sold in big gift and design shops. In 1998 Shaken Designs had an annual turnover of almost IIS\$30 million; in 2005 turnover had increased to approximately IIS\$70 million.

Shaken designs - the story in brief 1986 Party at Scrabbles. Even if Henries Sort has brought his girlfriend, he manages to make Charlotte KΓēlbs. his neighbor at dinner, and they fall head over heels in love.

Shortly after the party Scrabbles sends Henries to New York. From New York Henries manages Scramblers USA sales. Charlotte stays on for a year and a half in Denmark keeping in close contact with Henries on the phone. 1986 Charlotte Joins Henries in the United States and reigns as Miss Scrabbles for the summer and fall months. After a Danish colleague sends them a few of his sample corporate watches to sell in the United States, Charlotte and Henries embark on their dream of starting their own business and begin working in the world of watches.

They are married in May. Charlotte and Henries Sort Shaken Designs. 1990 Henries quits his Job at Scrabbles. Charlotte walks New York trying to sell the Danish Jacob Jensen etches to watchmakers. They have hardly any money. Charlotte gives birth to their daughter Christine. 1991 The Sorts design a few sample corporate watches and exhibit them at the New York Premium and Incentive Show in the Spring. At this fair, several retailers notice the watches and wonder why the two Danes present them as corporate watches and not branded goods.

She takes a chance, and yes, he features the Shaken watches on the back page of the Father's Day catalogue. Everything is sold out. From the apartment in New York Henries and Charlotte have a turnover of US\$800,000. 1993 There are not many states in the United States here business taxes are almost equal to zero. In Florida and Nevada this is, however, the case. One day they fly to Incline Village at Lake Tahoe - one of the world's best ski resorts. They lose their hearts and buy a house that is much too expensive, but big.

The company moves into every room from kitchen cupboards to garage. They still do it all by themselves. Charlotte gives birth to their daughter Camilla. 1995 Five years after starting the company. Now, it becomes really big. Bloodiness's takes the watches on trial. Sold out - on one single day. They engage employees in a small, rented office not far from their mom at the lake. After a year the office is too small, and after another year the same happens again. 1998 The magazine Inc. Puts Shaken Designs on the list of the 250 fastest growing, privately owned companies.

During five years the turnover has increased by almost 1, 200 per cent. Finally, the rest of the company moves out of the villa at Lake Tahoe. New headquarters are opened in Reno, Nevada. An office is opened in Denmark to handle European distribution and an additional 80 stores throughout Denmark begin selling the Shaken Denmark line. 1999 The number of employees is approaching 100. Inc. Gamine's 'Inc. 500' lists the company as one of the fastest-growing companies in the United States.

Henries gives Charlotte a horse as present for their tannery wedding anniversary. The family moves from Lake Tahoe to a large house of 650 square meters on the outskirts of Reno. It is situated on the top off hill with a beautiful view of the Sierra Nevada Mountains. Shaken begins its ongoing presence in major magazines such as Instill and GO. Distribution begins in the United Kingdom. 2000 Distribution begins in Germany and the Netherlands. 2001 Shaken Designs exhibits for the first time at Baseboards - The Watch and Jewelry Show in Basel, Switzerland. 002 Distribution begins in additional countries including Finland, Iceland, Ukraine and Kuwait. 2003 More countries Join the Shaken Designs team and distribution begins in Belgium, Serbia, Montenegro, United Arab Emirates, Norway, France and Italy. 2004 To handle increasing growth, the European WHQL office in Copenhagen moves to a larger facility. The European WHQL targets large department stores in Germany and France. 2005 The former Director of Sales and Product Development, Scott Cabala is appointed as President.

Coot's responsibilities are to oversee the daily operations as well as the strategic direction for Shaken Designs, reporting directly to Charlotte and

Henries, who continue to be closely involved in the company's product development and sales. 2006 Shaken Designs becomes an official sponsor of Team SC, one of the best teams in professional cycling, with a record-breaking number of victories. Today, Henries and Charlotte still approve all products that Shaken designs. 2009 Shaken continues its expansion into product ( Jewelry and sunglasses) and geographical markets, or example in Eastern Europe and the Far East.

Internal policies Shaken Designs has its name from the Danish fishing village of Shaken; a popular retreat for artists from around the world. Many say this place has the perfect source of natural light and those who visit find its unique charm to be a mix between nature-given and man-made romanticism. This region has inspired not only the brand name, but also the Sort design philosophy. The colors, shapes and simplicity inspire the design team. The design team is on the pulse of current fashions, with regular visits to design centers around he world including Switzerland, Italy, France, New York and Hong Kong.

Shaken Designs tries to stay true to its classic design philosophy and is never content to follow established trends. The Shaken Designs' logo symbolizes the meeting of the Karakas and the Gateway seas that surround the village of Shaken. Charlotte and Henries have divided the work between them. Charlotte is primarily in charge of sales and marketing, while Henries is in charge of the company's finance and administration. In the United States the watches are sold at very competitive prices compared with other design etches: typically at a level of US\$100-120.