

# SDU



## Business School

### CASE: HESEHUS

What should Hesehus focus on to continue being an attractive company to work for?

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#### BACKGROUND:

We are Denmark's leading e-commerce solution provider specialised in the development of award-winning B2B and B2C webshops - from strategy and business development to software, design, user experience and optimisation. Always with one goal in mind: to create ambitious e-commerce solutions and e-commerce winners of the future.

Together with our new majority owners we have been on a growth journey since January 2021 with various important strategic goals - including being #theplacetobe. Thus, Hesehus is an attractive place to work with great retention of employees. Today we are a hybrid workplace with 150+ employees, three different locations – perhaps more to come – and more than 15 different nationalities.

#### USEFUL INFO:

We are working on a strategy that includes several specific initiatives and targets to be an attractive workplace. Here are some of the issues that have our focus of attention:

- Be able to attract - and retain - talent
- Maintain the company's culture and DNA in the future while growing
- Be a great (hybrid) workplace including remote work and different locations

The ambition is to maintain a strong internal culture and sense of community among employees across locations, nationalities, and personalities. We plan to grow and recruit more talent and simultaneously pursue the company's original DNA.

More info:

<https://www.hesehus.com> or social media

#### YOUR TASK:

Develop a strategic proposal to help us achieve our growth potential. As part of your presentation, you could consider some of the following:

- Discuss the different challenges
- Select the best strategic project(s)
- Prioritize possible actions
- Prototype and/or visualise the best solutions

We encourage you to be creative in your recommendations – think out of the box. We look forward to hear your proposals - Good luck!

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