

 **FERNO[®]-GROUP**
Norden

"CARING FOR THOSE WHO CARE"

BUSINESS IDEA

FERNO NORDEN GROUP

To develop profitable solutions of great quality through effective sales & service to customers requiring safety solutions.

OUR VISION

We offer safety and lifesaving solutions for all emergency situations through a One-Stop-Shop.

OUR MISSION

Delivering lifesaving, quality solutions, through active partnerships and innovation within the pre-hospital, emergency response and automotive market to enable people for professional and social response in dangerous situations.

FERNO NORDEN PYRAMID

Business to
professional
(B2P)

Defense
Industry
Government

Business to
business
(B2B)

Hotels
Agricultur
Schools/Universities
Insurance companies
Large private enterprises
Large voluntary organisations

Business to
consumer
(B2C)

One time shoppers
Private households
Small private enterprises
Associations & sportsteams

OUR VALUES

Integrity

We create trust through integrity and honesty and base our actions on an ethical fundament and act accordingly.



Passion

We are passionate about delivering life-saving and safety solutions to those who save lives and care for others as well as enable people to offer social response to dangerous situations in everyday life. We are passionate about advancing the standard of care while preserving the dignity of life.

Safety

We believe that practical and easy to use safety solutions are the way to create a caring environment for people. We care for those who care being professionals or caring fellow citizens.



OUR STRATEGIES

Product

Ferno Norden Group will offer well manufactured products of great quality. To actively work to prevent emergency situations is a major part of our business. We focus on design and manufacturers reputation as well as guarantees and service programs. Ferno Norden Group also provide high volume products enabling caring people to perform social safety responsibility in difficult situations.

Place

Ferno Norden Group have dealers in the Nordic countries for the pre-hospital market and target end users of the products. Easy access through local stock of volume products, high service and ability to deliver are important factors for our success. We provide sales and service support in each

market with product knowledge and customized programs through professional staff and easy to use web solutions.

Promotion

Our main strategies for selling our products is to recruit sales people having great people skills being able to sell trust and achieve long term relations to our professional customers. For the common user of our products we offer great web solutions for all year availability and easy to access purchase.

People

Our employees are our most important assets and have the right attitude, knowledge and excellence regarding product, service and customer needs. A company is never better than its employees.

OUR COMPANIES

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