

results for companies, universities, regions

results

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## Concrete results directly in the companies

Examples!

- Improved customer relations/"re-bookings" (hotel)
- Computerised business system (manufacturing company)
- Team building and competence improvement (sales company)
- A working board of directors (manufacturing company)

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## An appreciated effort

- 94 % will recommend krAft to a friend
- 54 % specifically (when asked) connect important strategic changes in their companies to the krAft programme

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## The transport company

University supported the transport company with knowledge and tools of environmental analyses for improved quality control (ISO certificate)



Students from university studied the logistic flow, and could help the company to analyse how their bottlenecks could be eliminated



## Pelly

*Pelly company produce furnishing equipment for shops.*

*It is important for the company that the storage is well functioning.*

**Problem:**  
Bottlenecks in the logistic department

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## Dooria

*manufacturing  
interior and exterior  
doors*

Two students analysed  
the production flow

**Result:**  
New work organisation



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## The printing house



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### Problem:

- the noise from a machine

### Project:

- students analysed the problem content and described it more specifically

### Solution:

- in-built machine

### Results:

- students learned
- the printing house interior environment improved

## The mill

Two students analysed the production flow in the mill

Result:  
organisational change in the company

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*Berte Qvarn is a family company producing flour for bakers and private consumers market.*

*The owners today are the 15th generation*

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## Stena Metal group

*recycling and  
environmental  
services*

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**Results: Solving logistic problems**

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## Nitator

*Nitator is a partner  
to customers within  
the heavy  
automotive industry  
requiring refined  
products originating  
from sheet steel*



**Nitator made plans for their quality control**

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## Fishing company

*Fishing and packing, selling to consumers, alimentary shop chains and restaurants*

*"We have had this problem for a long time: Long time from delivery to invoice and pay"*



Students analysed their management and administrative routines

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## Teknik och Kompetens Centrum (TEK)

*TEK organise learning and competence development for 250 SMEs and organisations in their region*



Consult help on administrative routines and management.  
(And a new website)

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# Viking Malt

*Producing malt for the whiskey industry, an export business*



**Problem:**  
Merging of two different company cultures (Sweden and Finland)

**University knowledge:**  
Organisational culture and how use it for management purposes

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## *"from field to fork"*

**Balance** – nourishing drink for elderly (industry company and apple farm)

**Convenience** – tasty bread with cheese and meat

**DeliOne** – fish and seafood concept for Swedish market

**Oui** – a snack, easy to say yes to

**Taste of mood** – a shop in the shop, for locally produced food

**Skipper's Seafood** – new concept and company

## Food services and products



**QUALITY FOOD BUSINESS**

*Putting together companies along the food chain*

*Result: new companies, services and products*

## Interior designers start new company



7 interior designers, micro enterprisers,  
founded a company together, for joint  
marketing and co-ordination

- *The company can handle large orders*
- *Better marketing resources*
- *Competence development*

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## Sub-contractors become system contractors

Keeping the jobs in Sweden:  
network of 23 companies makes  
sub-contractors competitive

Sub contractors to big companies  
like TetraPak and AlfaLaval



*Added value: Development of a packing machine,  
based on co-operation with university*

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## Branch development

*SSMG, System Supply Marketing Group  
5 companies (industry and electronics) contribute with  
specialist competence. They co-operate to deliver a whole  
system of shipping cranes.*

Method:

SSMG create a project group for each new order,  
with participation from all the five companies

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## Product development

Simax Fisher



Five ex sub-contractors  
developed a new fishing boat  
with support from university

Prototype demonstrated at the  
sport fishing exhibition 2006

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## Development themes, examples



## These projects had not been performed without krAft

Obstacle 1: Lack of time and money  
à Through krAft this could be handled

Obstacle 2: None or little contact with academy  
à Building trust among participants (company leaders and academics) created business opportunities on the basis of academical knowledge

## Effects in the companies

- Development of new products and services
- Higher profitability
- Start up of new businesses
- Creation of business networks
- Change of strategies, external and internal
- Organisational changes
- Creation of networks for continuous strategic business development
- Creation of new, longterm relations to university and research

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## Effects in universities

- Academical knowledge on SME has increased (papers, theses, conferences etc)
- Development of new university courses, based on companies' description of their needs
- New research questions developed from company practice
- Pedagogical changes in university – krAft was competence development for university teachers
- Co-operation and new relations between universities
- Creation of new research institutes

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## Effects in surroundings

- the krAft model is implemented in other national R&D programmes
- the krAft model is integrated in regional development programmes
- the krAft companies and the researchers has got inspiration to start up new development projects jointly
- network organisation: PrAcademy (practitioners and researchers)

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## Structural capital (= models, methods)

- **Know-how:** how to get interest and commitment from SMEs to work strategically with their business development
- **Know-how:** university develop forms for co-operations also with the smaller companies in their regions
- **Relations:** Concrete longterm relations between university and the SMEs in the region

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## Social capital – building trust

- **Relations:** Trust is built between individuals from different sectors and activities. Networks are created for learning and development.



## Crossover result: the pracademic!

Annika – the business researcher started her own part time company



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Lasse – the building company manager became a researcher (His Technology Lic thesis is on learning and co-operation in construction projects)

## What makes krAft a success?

Competence and reflection driven  
business development

Pedagogical ideology  
Connection to research/education

customer orientation

Marketing/organisation  
• All universities in Sweden  
• All "friends of SMEs" invited

The pracademic leader team:  
• One practitioner  
• One researcher

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## The joy of krAft

*"The interaction with the other  
companies – a great potential for  
joint ventures"*

*"The interaction with the universities"*

*"The nice people"*

*"The mutual learning"*

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## Conclusion

A small step for university,  
a giant leap for the small businesses

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## Thank you!



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