

# Success Through Focus

*Electrolux concentrates efforts on two key areas of expertise*

*The European TCG Retail Summit is proudly supported this year by Electrolux. In the run-up to the show, we had the chance of talking to Jonas Samuelson, in one of his first interviews since “moving up” into the position of president and CEO of Electrolux. We asked Jonas what the key elements behind the success of Electrolux are today in Europe.*



**Jonas Samuelson**

Electrolux's new President and CEO

“ The most important trend is the digitisation and mobilisation of consumers in the way they interact with their surroundings



Three years ago, we made a very clear decision to focus our efforts in terms of innovation and marketing on two core areas of strength. One is in the kitchen – in terms of helping consumers make great tasting food, leveraging the expertise from our professional division, which is of course a leading supplier to top

restaurants around the world – including Michelin star restaurants.

The second area of expertise is in laundry, where, for the consumer, what really matters – beyond cleaning – is to make sure their clothes are preserved as new for as long as possible. So we took these two key insights and decided to focus everything on them, and that has been working extremely well for us. With that, of course you have to also have great trade relations, be cost competitive, have good trade marketing execution ... all of those things are critical.

**What is different about your company's culture that helps in terms of innovation?**

We are a fast moving company; a relatively lean and entrepreneurial organisation – and that helps us move quickly to market. And we always start with the consumer in mind. For the past 15 years or so, we have changed our culture to go beyond being

a manufacturing and sales company to being a consumer driven company.

**How are lifestyle (and consequently product) trends evolving?**

The most important trend is the digitisation and mobilisation of consumers in the way they interact with their surroundings, meaning they expect a lot more out of their appliances in terms of ease of use, product design, flexibility and adaptability.

**How are channels developing when it comes to sales of major appliances through retail?**

That famous buzzword “omnichannel” is taking on increasing importance all the time. Consumers expect to be able to interact with their retailer in whatever way is the most convenient for them – whether it's through online or mobile interaction or whether it's through physical in-store interactions. And they expect the retailer to be flexible in terms of responding to those needs. Most big retailers are adapting to that.

**How important is it to be a strategic partner of this event, and why?**

I think it's incredibly important. This summit is the only platform of its kind where leaders from retail, industry, consultants and other thought leaders in this space have a chance to meet and exchange ideas. Most importantly, it's an injection of inspiration for change, like a healthy dose of vitamins!