



FINLAND



ACTIVE

BUSINESS MODEL CATEGORY	One Stop Shop Model - joint venture of retailers with industry and contractors
TARGET BUILDINGS RENOVATION	Private Single-Family Houses (all houses in the need of renovation)
DESCRIPTION	This business model is offered since early 2012 by the two hardware store chains K-Rauta and Rautia of the Kesko group. K-rauta is an international specialised store for builders, renovators and interior decorators. It operates in Finland, Sweden, Estonia, Latvia and Russia. Rautia is a nationwide hardware and builders' supplies store chain to serve builders and renovators at over 100 locations throughout Finland. The energy renovation service concepts in both chains are basically the same, where trusted local renovation companies complete the renovation work. The company Raksystem Anticimex conducts building inspection and provides independent advice. Financing is also included in the package solution.
SERVICE PROVIDER	Two hardware store chains K-Rauta and Rautia of the Kesko group (well-known brands and distribution network) - Retailer cooperating with contractors and industry partners.
KEY PARTNERS IN THE SUPPLY CHAIN	Product and material suppliers and manufacturers (insulation, heat pumps, heating systems, ventilation systems, fireplaces, windows, doors, lamps, all other buildings materials), installation companies, energy auditors, financial institutions and bank, renovation service providers (planning, installations, renovations, energy surveys, heat camera inspections).
COST AND REVENUES	Customer pays for the renovation as well as suppliers pays commissions while the service provider takes charge of the material and product, salaries & overheads, marketing, travel, subcontracting from the other partners.
CONTACTS	<p>Website: https://www.k-rauta.fi/remontti</p> <p>Email: verkkokauppa@k-rauta.fi</p>



SWOT Analysis

<p>S</p> <ul style="list-style-type: none"> • Solutions are sold in easy and understandable packages/modules • Different options for renovation (all installed, partly installed, just products, flexible project schedules) are offered at fixed price given before buying and with flexible funding. • All other building and housing materials products and services also offered from same vendor. • Easy access to energy saving renovation services under one roof and getting all from one trusted vendor, nation wide. • Active sales out from stores • Rautakesko in Finland offers energy related short term and one year training to its personnel (in Rautia and K-Rauta chains) who are called as energy experts and energy masters, respectively. 	<p>W</p> <ul style="list-style-type: none"> • The availability of energy advice service needs to be better advertised and the quality improved to attract more homeowners to avail such a service (Mahapatra et al., 2011).
<p>O</p> <ul style="list-style-type: none"> • There are tax deductions for labour cost for home renovation and other household work. • Public funded energy advisers may encourage homeowners to adopt energy efficiency measures as the energy advisers are mandated to provide independent advice which improves their trustworthiness. 	<p>T</p> <ul style="list-style-type: none"> • In Finland, energy audit report is voluntary and not mandatory. • Often tax deduction is used for non-energy related measures such as improving kitchen, bathrooms, painting, a new or improved balcony, or house cleaning. The level of subsidy or tax deduction could increase with increased level of energy efficiency renovation. • The Finnish homeowners are often concerned that equipment suppliers capitalise on homeowners' limited knowledge on energy and building renovation issues (Sitra, 2011).

