



design concept

DENMARK

January, 2023

# A CLEAR STRATEGY PAVES THE WAY

Andersen Furniture, Randers+Radius and Muubs continue to pursue growth under Design Concept Denmark

The past few years have been exciting for Design Concept Denmark (formerly Andersen Furniture), after acquiring Muubs in 2020. A year later, Randers+Radius was added to the portfolio, and CFO and co-owner Henrik Andersen is certainly not averse to further acquisitions if the right opportunities present themselves.

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## The strategy has been established

Acquisitions are one thing, but with them come numerous tasks to ensure success once all the threads come together.

Design Concept Denmark has been going through this process for the past two years, first with the acquisition of Muubs and subsequently Randers+Radius. In connection with the first takeover, a clear strategy was established for Design Concept Denmark, so that everyone could work towards the same goal. The vision clearly states that there are high ambitions as a growth company and that there is a struggle to achieve this. To this end, four main strategic areas were identified so that no one in the company would be in any doubt about where to focus their energy.

## Design Concept Denmark is a growth company

After a few years of major change, it's time to look ahead again and invest in growth. A large showroom is on the drawing board, and the relocation of the warehouse to a storage hotel means the necessary space has become available at the former warehouse at the headquarters in Søften.

Speaking about the plans, CFO and co-owner Henrik Andersen says, "We must dare to invest, even though times may be slightly against us at the moment with the recession and war in Europe. Today we have three brands, and having to showcase all the products that cater to the retail, contract and gift markets requires space. That is why we are investing in a 2,000 sqm showroom that will host collection launches, product awareness events and other events from mid-2023."

However, growth isn't only sought within the current brands: "We have proven that we are a growth company, with strong employees who are ready to adapt. With two acquisitions in the space of a year, we have gained a great insight into what it takes to merge companies. We have a carefully defined timetable that ensures that all the practical elements run according to set procedures. Therefore, we are certainly not averse to further acquisitions – on the contrary – as long as the premises are right," Henrik Andersen states.

## Looking for the right profile to further strengthen the export market

Opportunities for growth in the export market are in focus. However, the people behind it have a vital role to play in its success. Therefore, Design Concept Denmark is looking for the right match to further its efforts in international business sales and achieve its goal of strengthening its knowledge, position and relationships with an extensive network of architects in the export market.

CCO Morten Bertelsen Hertz elaborates: “We have a strong sales team who are doing an excellent job, but we need another talented colleague for the export market. It’s the piece of the puzzle that will complete the team and bring us closer to achieving our ambitions and goals. Architects are an important target group for us, and we want to cultivate relationships even further. We have quality furniture that is extremely suitable for larger projects. For example, we have supplied 2,400 Dry chairs from Randers+Radius to Centrepiece Melbourne Park, and the same chair also adorns the rooms of the New York Public Library. We are looking for the right profile with an extensive network in the export market and who wants to join us on our growth journey.”

### Contact

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Visit our websites and discover the three brands.

[www.andersen-furniture.dk](http://www.andersen-furniture.dk)

[www.randersradius.dk](http://www.randersradius.dk)

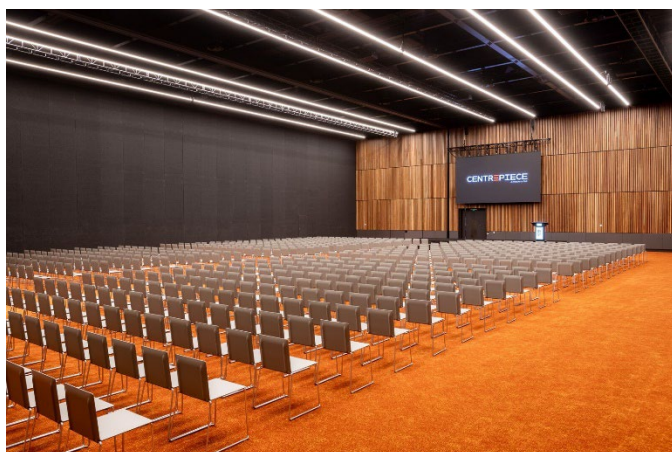
[www.muubs.dk](http://www.muubs.dk)

### Caption:

*Centrepiece Melbourne Park (photo from the conference room)*

Melbourne Park is a sports arena located in Melbourne, Australia and is particularly known for the annual Grand Slam tennis tournament. Right in the middle of Melbourne Park is Centrepiece – a brand new conference and event centre designed by NH Architecture.

Centrepiece has a unique architectural design and spans 4,500 m<sup>2</sup>, spread over three floors. The building is surrounded by beautiful parks and green landscapes, and it is also possible to hold your event in the outdoor areas.



*New York (Photo under the dome):*

The Celeste Bartos Forum at the New York City Public Library is located in Manhattan, New York.

The Celeste Bartos Forum is characterised by its 9-metre high glass dome, which creates a beautiful setting for wedding receptions, dinners, sales meetings and other presentations.

