

CASE STUDY



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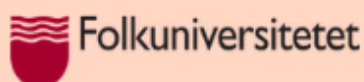
WOMEN IN FAMILY BUSINESSES



TRAINING PROGRAMME FOR LEADER WOMEN
IN EUROPE FAMILY BUSINESSES
MODULE 2 Marketing & Sales with a Heart:
Promoting Your Family Business


PRACTICAL PART

2022-1-SE01-KA220-ADU-000087596



CASE STUDY

| NAME OF CASE STUDY | Manfrinato Malmö AB |
|---------------------|---|
| LEARNING OBJECTIVES | <ul style="list-style-type: none"> ● Learning about entrepreneurship and business management. ● Learning the benefits and challenges associated with having family businesses. ● Learning good practices of successful women in family businesses. |
| DURATION | |
| DESCRIPTION | <p>1. General description of procedure</p> <p>Louise Malmros Manfrinato’s family business in Malmö which she runs together with her husband is one example of good practices of successful women in family businesses.</p> <p>2. The Challenge</p> <p>Louise started an enskild firma (individual company) as a journalist and writer in 1997 and in 2008 merged together with her husband’s individual company (as Massage therapist) to an Aktiebolag (limited company), called Manfrinato Hälsocenter, that offers a wide range of services, such as massage therapy, yoga sessions and outdoor training, among others. They have nine employees who offer a wide variety of services from massage therapy to acupuncture and yoga sessions. Providing such a variety of services is not always easy, since it requires managing various skill sets, client expectations and regulatory considerations. Another important part of the company is the travel they organize that focus on skiing/hiking or yoga and food in Italy. Traveling to Italy seems fun, but it involves intricate logistics and potential risks associated with the trip.</p> |

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| | <p>Louise and her husband, Franco, are equal owners (and CEO's) of the business and share the workload according to their individual skills. Louise being responsible for the marketing and yoga classes and Franco as massage therapist and personal trainer. Since they operate in a highly competitive market, where many other businesses offer similar services, they have to work hard to stand out to keep the business going. The couple also involves their children in the business. Louise also states that the company has slowly, but gradually, grown and increased profits "slowly but surely" as Louise says herself.</p> <p>3. The Solution</p> <p>The main motivation for both Louise and Franco to start their own business was freedom and creativity, to establish their company as they wanted and use their creativity freely. 'We love our freedom and like being our bosses', says Louise. Moreover, having their own business allowed the couple to have more time for the family and each other.</p> |
| <p>SUPPORTING TOOLS (videos, links, ppts, etc)</p> | <p>MANFRINATO</p>  |
| <p>Bibliography</p> | <p>https://manfrinato.se/</p> |