

JAK Metalli



We helped JAK Metalli analyze the pain points in its dealer network

Difficult issues are easier to address when they can be viewed objectively and improvement suggestions are produced by a neutral party.

In spring 2025, JAK Metalli Oy – a leading manufacturer of professional forestry equipment – partnered with Nordic.

Industries to carry out a comprehensive PICO Sales Channel Audit of its global dealer network.

The objectives included gaining a critical view of dealer commitment in relation to market potential, understanding “THE STORY BEHIND THE NUMBERS”, activating the reseller channel, and most importantly, finding practical ways to improve dealer collaboration.

Nordic’s analysis provided a clear and honest picture of how each dealer actually performed in their respective markets – including how Jak’s sales related to the overall business of the dealers.

The analysis not only highlighted key findings but also delivered concrete tools and direction for implementing operational improvements. Based on

this, distributor-specific action plans were developed to strengthen Jak's competitive position.

“A good and critical analysis of our partners and our own channel operations. This provides a strong foundation for building a new strategy and optimizing distributor-specific performance. An external perspective, especially from an operator who understands our market, was truly valuable in this case.”

– Ville Eklöf, CEO of JAK-Metalli Oy

The project concluded with a strategic roadmap combining quick-win actions and long-term development initiatives. As a result, Jak gained a clear understanding of its future growth opportunities and how to steer its channel strategy to support global expansion.

Our collaboration with JAK-Metalli Oy continues as we support the development of their sales.

- June 3, 2025