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MEKO optimizes operations in Denmark to strengthen its position

MEKO is streamlining its organization in Denmark to improve customer service, increase efficiency, and strengthen its position as a market leader. The change enables MEKO to take even greater advantage of the automated Danish warehouse which will be completed in 2025, and will have a sustainably positive impact on the operating results.

In Denmark, MEKO operates through FTZ, the country's leading wholesaler, catering to workshops, car dealers, and other wholesale clients. Its portfolio boasts recognized brands like AutoMester, Hella Service Partner, Din Bilpartner, and CarPeople.

The ongoing change entails separating the sales and logistics areas into dedicated organizations, which improves opportunities for increased sales and expanded customer service. Additionally, the reorganization is expected to result in a lasting positive impact on results by 19 million Danish kroner from 2024 (EBIT).

"We are laying the foundation to continue being the most complete partner to our Danish customers in the future. The optimized organization enables us to fully develop the business and our customer relationships while taking even greater advantage of our high-tech central warehouse in Odense, which will be completed in 2025. This contributes to our efforts to build a stronger and more profitable MEKO," says Pehr Oscarson, President and CEO of MEKO.

Launched in November 2023, the 'Building a stronger MEKO' initiative reflects MEKO's commitment to improving profitability and solidifying its market position. Initial steps included an optimization program in Norway and efficiency improvements in Sweden. The initiative also includes the attainment of more competitive purchasing prices, and the roll-out of a new business system to foster greater synergies and operational efficiencies.

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