



We chose to visit the local company Oatly AB, to interview them about their organisation and globalization.

Oatly is a Swedish company which focuses on products based on oat and they have a total of 24 distributors all over the world. An astonishing fact is that Oatly only has one factory producing all their products and it's situated in our hometown, Landskrona.

If we take it from the beginning Oatly was founded in 1985 by Rickard Öster, a scientist from Lund. With his team he came up with the idea of producing oat based dairy products and Oatly was born. At first they rented a small factory and produced only a small amount of products, but nowadays they have their own factory and export all over the world.



Pontus outside the Oatly factory.

The person we interviewed at the company was Bengt Anker who's responsible for the international contacts. When we met him he was on the phone with a French distributor that wanted more products, but Bengt later told us that they couldn't produce that much in such a short time. It's going so well that they actually have to get more employees to keep up with the demand. At the moment the number of employees is 45 and they're all working in Landskrona.



Bengt Anker

As we said they have distributors all over the world and the places where the products are selling most is of course in Sweden, but also in England and in the south of Europe. These numbers don't surprise Bengt since England was their first distributor abroad and because of the high number of

lactose intolerant people in southern Europe. Examples on distributors outside Europe are Singapore, Taiwan and Saudi Arabia.



When we asked Bengt about the company concept he told us that their motto is “Oatly makes good”. And we could only agree when Bengt explained that with Oatly’s products a lactose intolerant person can eat the same dish as the rest of the family, without any “special food”. Another important word in the company is “kindness”. Every single one of the employees has to be kind and be able to work with other people. So the social part is very important. Bengt also said that the employees often come from different countries and, according to Bengt, different cultures in one company makes it easier to understand the global market.



Petronella outside the entrance, with all the test products that we received.

When we asked Bengt about globalization he simply answered that it’s a really good thing for all the companies in the world. He said that he’s not worried that foreign companies are competing with the Swedish, because the best one wins regardless of where they come from. And the “competition” between companies just makes the products better. The globalization makes companies communicate more and better and the understanding of other cultures develops. Braveness, patience and endurance are three important words in order to succeed in the global market.

Another thing that’s been important for Oatly is the fact that they don’t have any greedy stock owners. Well maybe we’ve forgot to say that Oatly AB is a joint-stock company and according to Bengt the stock owners desire to invest in the company has been very important. And all the profit that Oatly makes is invested in the company again and maybe that’s why Oatly is going so well. Last year the turnover of the company was 120 billion dollars and each year they produce more than 14 billion packages each year, or 7000 per hour.

If we return to the globalization Oatly's attitude towards it is that if you're not good enough you shouldn't produce and sell your products. That's why they're having a lot of meetings to come up with new ideas and products. They also have special educations for the employees so they can make the most of their work and evolve Oatly for the demands of tomorrow.

The last thing we talked about was tip-offs to students who wants to be successful and how to get there. Bengt said that it's important for young students to study abroad and to learn more about foreign cultures, because then they can understand the difference between cultures better. You have to try new things and don't be afraid to do so; the only thing that could happen is that it goes wrong. Dare to fail! And last of all, don't listen to your parents far too much, they worry too much.

Last of all we would like to talk a bit about the different products that Oatly is offering.

There's of course the oat drink that can be used instead of milk and doesn't contain any lactose, soya and of course no milk. Either you can drink it or you can use it for cooking, just as you do with ordinary milk. There's also oat drink with flavors such as chocolate and strawberry.

Then Oatly also offer ice cream that doesn't contain any milk and no soya. It tastes just as any ordinary ice cream, maybe even better. There are a few different flavors to choose from.

They also offer cooking cream based on oat and it can be used for baking and cooking.

Another popular thing that Oatly have come up with is the pancake mixture that's ready to be used as it is. You just pour it in the pan.

If you visit the website www.oatly.com you can see more products and also get some cooking tips.

