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Med viljen til at ville vinde og godt købmandskab

Det var ikke til at vide, at John Jørgensen ville skabe Danmarks største privatejede kapitalsportskæde, da den første Sportsmann-butik i Hjørring havde åbningsdag i 1971. Hjemvendt efter syv måneder som FN soldat under borgerkrigen på Cypern og nogle år med direktørjob i restaurations- og hotelbranchen var John så uheldig at pådrage sig livstruende meningitis. Derfor lå John på hospitalet, da butikken havde åbningsdag. Men som ofte før og senere i Johns liv havde han viljen til at ville vinde og overvandt sygdommen. John havde dyrket ridebanespringning på eliteplan i sin ungdom, og det var blandt andet Johns viden om rideudstyr, der var grundlaget for at starte en sportsforretning fra begyndelsen af. Desuden lagde Johns hest, Sportsmann, navn til butikken.

Først Jylland, så København
John havde mange kunder til det efterhånden store udvalg af rideudstyr og fik lyst at udvide butikken. Efter et stykke tid, lukkede de to øvrige sportsforretninger i byen, og Sportsmann blev Hjørrings eneste sportsforretning. John udvidede butikken og åbnede snart endnu en butik i byen – den første under navnet Sportmaster. Men ambitionerne rakte udover bygrænsen, og snart fulgte flere butikker i Jylland. Næste skridt det store mål, nemlig at etablerer sig i København, og det skulle da heller ikke vare længe, før det blev en realitet.

Holdånd og masser af ideer
Hele vejen har John været opmærksom på vigtigheden af det gode købmandsskab – at alt har værdi og det er vigtigt at vi altid besider rettidig omhu, men lige såvel vigtigheden af at have en høj troværdighed hos kunder, samarbejdspartnere og medarbejdere. I 1995 bliver det muligt at åbne to butikker i København, og i 1996 åbner Sportmaster på Strøget. Med tiden er sport blevet en livsstil og mode for mange mennesker i alle aldre. Den tendens har John tidligt været i stand til at fange og omsætte til gode ideer i butikkerne. John holder dog hele tiden fast i udgangspunktet og lægger vægt på en stærk holdånd og et godt arbejdsmiljø. Åse er foruden at være Johns hustru, en vigtig del af koncernen - såvel på de administrative områder som de sociale sider, men er ligeledes en uvurdelig sparringspartner og støtte i familievirksomheden, hvor også de 2 døtre Jannie og Kristina er trådt ind i og arbejder med i koncernen.

Med etableringen af Sportsmann Academy er der blevet sat yderligere fokus på udviklingsmuligheder for den enkelte medarbejder, der har viljen og talentet, og dermed også sikre koncernens organisatoriske beredskab til fortsat vækst og ekspansion.

Johns ambitioner for Sportsmann Gruppen omfatter både flere butikker og nye salgsplatforme – eksempelvis den snarlige åbning af Sportsmann i Magasin du Nord. Men nok så vigtigt også at fastholde koncernens strategi og ambition om at være Danmarks bedste arbejdssted indenfor sportsbranchen.

The Drive to Be a Winner and Strong Business Principles

No-one could know that John Jørgensen would create Denmark's largest privately-owned sports store capital chain when the first Sportsmann shop opened its doors in Hjørring in 1971. After returning from 7 months' duty as a UN soldier in Cyprus during the civil war there, and working for some years as the managing director of a number of hotels and restaurants, John was unfortunate enough to contract meningitis: a potentially fatal condition. John was in hospital when the store opened, but, as on so many other occasions in John's life, willpower and determination carried him through and he conquered the disease. In his youth, John had been a semi-professional show jumper, and John's knowledge of riding equipment, amongst other things, had helped him in starting a sports equipment business. John's horse, Sportsmann, provided the store's name.

First Jutland, then Copenhagen

John's business was a success, and he sold large quantities of what had become a wide range of riding equipment. This gave him the urge to expand the store. In time, the town's two other sports equipment stores closed down, leaving Sportsmann as Hjørring's only sports store. John expanded his store, and soon opened a further store in the town – the first to feature the name Sportmaster. But John's ambitions weren't limited to one town, and soon he'd opened several additional stores in Jutland. His next step was to be a big one, opening a store in Copenhagen, but before long this ambition had also been realised.

Teamwork and plenty of ideas

Throughout his career, John has kept to strong business principles that he holds dear – that everything is of value, and that due care and attention and an excellent reputation amongst customers, partners and staff are key to success. In 1995 John had the opportunity to open two Copenhagen stores, followed, in 1996, by a Sportmaster store on Copenhagen shopping thoroughfare Strøget. With time, sport has become a lifestyle for many people of all ages. It's obvious that that trend is one that John has picked up on, and it's reflected in his stores. John never deviates, however, from the business principles that have delivered him his success and always emphasizes the importance of teamwork and a good working environment. Apart from being John's wife, Åse plays an important role in the business, both in relation to the company's administration and on the social side. She's also an invaluable listener and has provided plenty of support for John in the family company where the couple's two daughters Jannie and Kristina also work.

With the foundation of the Sportsmann Academy the company has further emphasized the development opportunities available to members of staff if they have the drive and the talent to succeed, thereby preparing the company's organisation for further growth and expansion.

John's ambitions for the Sportsmann Group include both new stores and new sales platforms – including the soon-to-open Sportsmann in Magasin du Nord. Just as important is the ambition to remain Denmark's best sport sector workplace.

1971
John Jørgensen åbner den første butik (40 m2) – Sportsmann i Hjørring.
John Jørgensen opens his first store (40 m2) – Sportsmann in Hjørring.

1973
Sportsmann butikken flytter til Østergade 28, og John køber ejendommen, hvor Sportsmann Gruppen i dag har hovedkontor.
The Sportsmann store moves to Østergade 28, and John purchases the premises which now house the company's headquarters.

1980
Sportsmann tilsluttes indkøbsforeningen Difa, der senere ændres til SportDanmark/Sportmaster.
Sportsmann joins purchasing association Difa, which later changes its name to SportDanmark/Sportmaster.

1987
Butik nummer to åbner under navnet Sportmaster – den første i Danmark med navnet på facaden.
Store number two opens under the Sportmaster name – the first such in Denmark.

1988
Den første Sportsmaster butik uden for Hjørring åbner i Hirtshals.
The first Sportmaster store outside Hjørring opens in Hirtshals.

1989
John kommer med i den første bestyrelse i Sportmaster (Sport Danmark).
John joins the first Sportmaster board (Sport Danmark).

1994
To butikker overtages i Viborg – de første uden for Vendsyssel under navnet Sportmaster.
The company takes over two stores in Viborg, the first ones outside Vendsyssel, and reopens them under the Sportmaster brand.

1995
De første Sportmaster butikker i København – på Kultorvet og i Nørrebro Bycenter.
The first Sportmaster stores in Copenhagen open: on Kultorvet and in Nørrebro Bycenter.

Historien

Fra lille butik til Danmarks største privatejet kapitalkæde indenfor sportsbranchen
Sportsmann Gruppen har i dag omkring 450 medarbejdere og fejrer i 2011 sit 40-års jubilæum. Væksten fra en enkelt lille sportsbutik i Hjørring til landets førende privatejet kapitalkæde af sportsbutikker er sket på basis af en vilje til at ville være de bedste og de største – i kombination med bevidstheden om vigtigheden af et godt købmandskab og en innovativ tilgang til branchen.

Evnen til at satse rigtigt har ligeledes været en del af grundlaget for Sportsmann Gruppens succes. Undervejs er der blevet taget nogle beslutninger, hvor en række faktorer har været ukendte, men beslutningerne har været baseret på grundige overvejelser og analyser. Kombineret med troen på at være i stand til at skabe et marked har det tilsammen blandt andet været baggrunden for etableringen i København.

Købmandskabet er en fundamental del af forretningen og drejer sig om både at fokusere på omkostningerne og passe på de værdier, man har. I en organisation som Sportsmann Gruppen med en lang række mindre enheder er det vigtigt, at den tankegang går igen i alle led.

John Jørgensen har fra første dag levet op til den tankegang og er stadig optaget af, at den efterleves i hele virksomheden.

From one little store to Denmark's largest sport sector privately-owned capital chain
Today, the Sportsmann group employs approximately 450 staff, and will celebrate its 40th anniversary in 2011. The journey from one little sports store in Hjørring to the country's leading privately-owned sports store capital chain was made possible by the drive to be the biggest and the best – coupled with a knowledge of the importance of strong business principles and an innovative approach to the sector.

The ability to make the right decisions has always played a big part in Sportsmann Group's success. Along the way a number of decisions have been taken where there were several unknowns, but they have always been based on in-depth consideration and rigorous analysis. Coupled with the belief that it was possible for the business to create a market, these are the ingredients that went into, amongst other things, the decision to set up in Copenhagen.

Strong business principles are fundamental to the business, and involve a rigorous cost focus as well as a firm commitment to corporate values. In an organisation like Sportsmann Group with a large number of small units it's crucial that these principles permeate every aspect of the business.

From the first, John Jørgensen has lived up to these principles, and it remains his concern to see them implemented throughout the company.

History

1996
Den første Sportmaster butik på strøget i København åbner (VIM).
The first Sportmaster store on Strøget in Copenhagen opens (VIM).

1998
Flere Sportmaster butikker kommer til – i Esbjerg, Randers Storcenter, Søndergade i Aarhus og på Nørrebrogade og Vesterbrogade i København).
Several additional Sportmaster stores open – in Esbjerg, Randers Storcenter, Søndergade in Aarhus and on Nørrebrogade and Vesterbrogade in Copenhagen.

2000
Sportmaster og Nike by Sportsmann butikken på Fisketorvet åbner.
Sportmaster and Nike by Sportsmann stores open on Fisketorvet.

2001
Familiebestyrelsen udvides med to eksterne medlemmer, og Vero Moda/Jack & Jones butikker frasælges. Claus Fisker tilknyttes supplerende i ledelsen.
Two external members are added to the family board, and the Vero Moda/Jack & Jones stores are disposed of. Claus Fisker joins the management team.

2002
Den første Nike Store åbner i Clemensborg-Centret i Aarhus.
The first Nike Store opens in the Clemensborg Centre in Aarhus.

2003
Sportsmaster Bruuns Galleri i Aarhus.
Sportmaster Bruuns Galleri in Aarhus.

2004
Den hidtil største Sportmaster og Nike by Sportsmann butik på mere end 1.000 m2 åbnes i Fields'.
The chain's then largest Sportmaster and Nike by Sportsmann store opens in Field's - more than 1,000 m².

2005
Sportsmann, Nike by Sportsmann på 1.500 m2 åbner på Strøget i København.
A 1,500 m² Sportsmann, Nike by Sportsmann store opens on Strøget in Copenhagen.

Ta' imod magien og energien - også selvom du ikke ved hvor den kommer fra... det er det der gør forskellen her i livet...

Kunder der lever i nuet og tager imod forskellen...
Sportsmann, Strøget, København.

Accept the magic and the energy – even though you don't know where it comes from... it's what makes the difference...

Customers who enjoy the moment and accept the difference…
Sportsmann, Strøget, Copenhagen.

2006
Outletkoncept starter i Hjørring.
Outlet concept opens in Hjørring.

2007
De første hold af Store Manager og førstemænd gennemfører uddannelsen på Sportsmann Academy.
Ny Sportmaster butik i Lyngby er den første i Storkøbenhavn.
John udtræder af bestyrelsen i SportDanmark/Sportmaster
Ejendommen på Østergade 28 i Hjørring, som John overtog i 1973, ombygges, således at den huser både en moderne Sportsmann butik i to plan og Sportsmann Gruppens hovedsæde.
The first group of store managers and assistant managers to complete their training at the Sportsmann Academy.
The new Sportmaster store in Lyngby is the first in Copenhagen's suburbs. John quits the board of SportDanmark/Sportmaster.
The property on Østergade 28 in Hjørring, which John took on in 1973, has been refurbished and now houses a modern two-storey Sportsmann store and the Sportsmann Group's headquarters.

2008
Ny Sportmaster og Nike by Sportsmann butik i Roskilde åbner.
New Sportmaster and Nike by Sportsmann store opens in Roskilde.

2009
Ny Sportmaster butik i Hundige åbner.
Nike by Sportsmann i Lyngby Storcenter åbner.
New Sportmaster store opens in Hundige. Nike by Sportsmann opens in Lyngby Storcenter.

2010
Nye butikker i Aalborg Storcenter Sportsmann, Slotsgade Sportsmann og Bispensgade i Aalborg Sportmaster. Desuden ny Sportmaster butik i Brønderslev.
New stores in Aalborg: Storcenter Sportsmann, Slotsgade Sportsmann and Bispensgade in Aalborg Sportmaster. Plus a new Sportmaster store in Brønderslev.

2011
Sportsmann – Strøget i Aarhus åbner.
Sportsmann i Magasin, Kongens Nytorv i København åbner.
Sportsmann – Strøget in Aarhus opens. Sportsmann in Magasin, Kongens Nytorv in Copenhagen opens.

Sportsmann Gruppen gør en forskel, og det tiltrækker både danske og udenlandske superstjerner. Her Snoop Dogg og John Jørgensen i Sportsmann, Strøget, København.

The Sportsmann Group makes a difference, and that attracts both Danish and international celebrities. Snoop Dogg and John Jørgensen are pictured in Sportsmann, Strøget in Copenhagen.

Vision
Vores vision er at være kundernes foretrukne indkøbssted for sportsudstyr.
Dette vil vi sikre ved at have de rette varer på hylderne til den rigtige pris og gennem en god service hjælpe vores kunder til at vælge de bedste varer til deres behov.

Mission
Vi vil være en attraktiv og dynamisk arbejdsplads, som er forbrugernes foretrukne sportsbutik med en spændende sportsprofil og medarbejdere, der har muligheder for løbende at udvikle og uddanne sig til branchens bedste.

Vision
Our vision is to be the customer's preferred sports equipment purchasing point. To achieve this, we ensure that we have the right products on the shelves at the right price and that our professional service can help customers to find the product that meets their specific needs.

Mission
We aim to provide an attractive and dynamic workplace which is the consumer's preferred sports store with an innovative sporting profile and staff who regularly benefit from the opportunity to train to become the best in the business.

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GROUP

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The best every day

I et marked med hård konkurrence er det vigtigt, at kunderne føler, at de får den bedste service, de bedste varer og til den rigtige pris i Sportsmann Gruppens butikker. Derfor er det væsentligt for os, at vi hver eneste dag yder det ekstra, der gør, at kunderne er tilfredse. Værdier som vindermentalitet, handlekraft, troværdighed og en følelse af holdånd karakteriserer hele Sportsmann Gruppen – fra den øverste ledelse til hver enkelt ansat ude i butikkerne.

I Sportsmann Gruppen sætter vi handling bag ordene og får tingene gjort, ligesom vi følger op på og overholder aftaler med kunder, leverandører, samarbejdspartnere og kolleger. Troværdighed er nemlig afgørende for os i relation til alle, vi er i kontakt med. Ved at have fokus på alle detaljer, sikrer vi at virksomhedens værdigrundlag går igen i alle sammenhænge i virksomheden.

Mange muligheder for en karriere
Vi ønsker at få det bedste frem i alle medarbejdere, for kun derved opnår vi de bedste resultater som et samlet hold. Derfor giver vi de medarbejdere, der har talentet og viljen til at ville have en karriere i Sportsmann Gruppen, chancen – blandt andet gennem uddannelse på vores eget Sportsmann Academy.

En af ambitionerne for Sportsmann Gruppen er, at vi vil være Danmarks bedste arbejdsplads inden for sportsbranchen. Det opnår vi kun ved at have tillid til vores medarbejdere og give dem mulighed for at udvikle sig i en organisation, hvor der er sammenhold og sjovt at være.

In a tough and competitive marketplace it's important that the customer feels that they get the best service and the best products at the right price in Sportsmann Group stores. That's why it's important to us to go the extra mile to make sure the customer is satisfied. Values such as winner-mindset, determination, professionalism and teamwork permeate Sportsmann Group – right from top management to the individual in-store employee.

In Sportsmann Group, our word is our bond. We get things done, and we ensure that we meet the agreements we have with our customers, suppliers, partners and colleagues. It's key for us to retain a professional relationship to every one of our stakeholders. By focusing on every single detail, we ensure that the company's values are reflected in everything we do.

Plenty of career opportunities
We want to help all our staff to fulfil their potential so that we as a team can achieve the best possible results. That's why we give the staff that have the talent and the drive an opportunity to further develop and forge a career within the Sportsmann Group – by, amongst other things, providing them with training at our own Sportsmann Academy.

One of our ambitions at Sportsmann Group is to be Denmark's best sports sector workplace. The only way to achieve this aim is to trust our staff and give them the opportunity to develop in an organisation where we all pull together and where work is fun.

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running releases more than just sweat
ASICS comes from the Latin phrase
Anima Sana In Corpore Sano, meaning
“a sound mind in a sound body”
asics
sound mind, sound body

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Sportsmann
Søndergade 26, Aarhus
Butiksindvielse 2010
Store opening 2010

Luk aldrig dine øjne...

Du ved aldrig hvornår du bliver inspireret...

Never close your eyes...
You never know when you might find your inspiration...

Ide til Sportsmann koncept på Strøget i København var nytænkning - ideen skabt af inspiration af indtryk ved en fodboldkamp på Camp Nou i Barcelona.
The idea behind the Sportsmann concept on Strøget in Copenhagen was innovation – an idea born from the feeling of a football game at Camp Nou in Barcelona.

Sportsmann
Østergade 28, Hjørring
Butiksindvielse 1971
Store opening 1971

Viljen til at ville,
avler evnen til at kunne...

The will to win,
breeds the ability to do so...

Sportmaster
Kongens Gade 69-71, Esbjerg
Butiksindvielse 1998
Store opening 1998

sportsmann

Magasin

Sportsmann
Magasin, Kongens Nytorv, København
Butiksindvielse 2011
Store opening 2011

Sportsmann nu også i Magasin du Nord, København - Magasin er verdenskendt som et meget stort og eksklusivt handelshus i Skandinavien. Dette bliver også en nyskabelse i branchen, med en privatejet sportsforretning i et stormagasin.
Sportsmann now also in Magasin du Nord, Copenhagen. Magasin is known around the world as one of Scandinavia's most exclusive department stores. Introducing a privately-owned sports store to a department store is also a sector first.

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Elevudanne

job training

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Udlært med topkarakterer og udsigt til en karriere

Alex Johansen er blandt de omkring 95 procent af eleverne i Sportsmann Gruppens butikker, der fortsætter inden for Sportsmann Gruppen, når de er udlært. Det er en tryghed for eleverne, men det vidste den i dag 21-årige Alex Johansen, der netop er færdiguddannet med topkarakterer, ikke noget om, da han begyndte.

Egentlig havde Alex en anden elevstilling, men da Alex altid har dyrket meget sport, besluttede han sig for i stedet at begynde hos Sportsmann Gruppen, og det har han ikke fortrudt: *"Vi er 28 unge mennesker, der både har det sjovt og er seriøse. Selvom jeg ikke kendte alle produkterne fra begyndelsen, så satte de andre mig hurtigt ind i dét, jeg ikke vidste så meget om."*

Mulighed for faglig udvikling
Ud over selve elevuddannelsen har Alex også fået mulighed for at udvikle sig fagligt i butikken på Fisketorvet i København, hvilket han ser som en af de største fordele: *"For eksempel har jeg været på kursus i vores løbeprogram, så jeg kan give en ordentlig vejledning til kunderne. Man får mulighed for hele tiden at videreudvikle sig."*

Efterhånden har Alex også fundet ud af, at mange elever i Sportsmann Gruppen bliver, når deres elevtid er forbi, og det har han lært at sætte pris på. Det er nemlig langt fra alle elever fra skolen, der kan blive, når deres elevtid er forbi, fortæller Alex: *"Jeg blev overrasket over, at så mange bliver efter elevtiden, men det er fedt med det sikkerhedsnet."*

Glæder sig til nye udfordringer
Nu glæder Alex sig til fremover at bruge sine kompetencer og få mere ansvar i butikken, selvom han nu har fået lov til en del i sin elevtid, for det er i høj grad op til én selv, forklarer han: *"Forskellen bliver måske ikke så stor for mig, for jeg har undervejs selv taget mange initiativer og blandt andet fået lov til at lede afdelingerne med løbesko og tennisudstyr. Men jeg vil gerne uddanne mig yderligere og blive inden for Sportsmann Gruppen, så jeg kan give noget igen, når de nu har givet mig en uddannelse."*

Perfect grades and the prospect of a promising career

Alex Johansen is among the 95 percent of trainees in Sportsmann Group stores who remain with the company upon completing their training. That gives the trainees a sense of security, something that Alex Johansen, who is now 21 and has recently completed his studies with top grades, hadn't considered when he started his training.

When he started out, Alex actually already had a trainee position, but, since he was a keen sportsman, he decided to join Sportsmann Group instead, a decision he has not regretted: *"There are 28 of us. We're young people who like to have fun but we also take things seriously. Even though there were many products which, initially, I wasn't familiar with, the others quickly introduced me to them."*

An opportunity to develop
In addition to his formal training Alex has also had the opportunity to further develop professionally at the Fisketorvet store in Copenhagen where he works. For him, this is one of the real advantages of working for Sportsmann Group: *"I took a course on our training programs for runners so that I could give customers the best possible advice. I get the opportunity to learn new things all the time."*

Alex has also gradually realised that many Sportsmann Group trainees remain with the company after completing their training, something he has learnt to value. It's far from all the school's trainees that can look forward to a full time position when they complete their training, says Alex: *"I was surprised that so many trainees stay on when they complete their studies and it's a great sense of security to have."*

Looking forward to new challenges
Now, Alex is looking forward to using his skills and to being given more responsibility around the store, even though he was let loose in a number of areas whilst still only a pupil. A lot of things were just down to you, he explains: *"There may not be that big a difference for me as I've taken a lot of things on during my time as a pupil. Amongst other things I was allowed to head up the running shoes and tennis equipment departments. I want to take further training and to remain with Sportsmann Group. That way I can repay them – they've given me training, after all..."*

Parat til forandringsvillighed – en leders dag kan være fuld af overraskelser og uberegnelighed.

Ready for change – a manager's day can be full of surprises. Expect the unexpected.

Sportsmann Academy

I 2007 tog Sportsmann Gruppen endnu et usædvanligt skridt for branchen, da første hold af ledere og aspiranter gennemførte forløbet på Sportsmann Academy. Sportsmann Academy er Sportsmann Gruppens interne lederuddannelse, der i dag består af fem moduler af tre dages varighed og foregår i samarbejde med EUC Nord i Hjørring.

Uddannelsen er både en mulighed for de ansatte, der vil videre inden for Sportsmann Gruppen, men ligeledes en måde at sikre et fælles ledelsessprog og kontinuitet inden for kæden, fortæller Peter Hvilshøj, direktør COO og CFO i Sportsmann Gruppen.

Uddannelsen på Sportsmann Academy er opdelt i en Store Manager/Manager-linje og en aspirant/talentlinje, hvor deltagerne udvælges blandt Sportsmann Gruppens mange talenter, forklarer Peter Hvilshøj: *"Der er mange muligheder i vores virksomhed, og har man evnerne og lysten til at skabe sig en karriere hos os, så får man chancen. Vi kan se, at dem, vi vælger som aspiranter, kommer videre i systemet. Vi vil gerne understøtte dem, der har talentet."*

Undervisningen varetages dels af egne folk inden for Sportsmann Gruppen og dels af undervisere ude fra. Eleverne får både indsigt i generelle ledelsesværktøjer og i emner og redskaber, der knytter sig specifikt til Sportsmann Gruppen.

In 2007, Sportsmann Group took a further unusual step and introduced something new to the sector. It was in 2007 that the first group of managers and talents completed their courses at the Sportsmann Academy. Sportsmann Academy is Sportsmann Group's internal management course which today consists of five modules of three days' duration developed in close cooperation with EUC Nord in Hjørring.

Training provides an opportunity for employees who wish to progress within Sportsmann Group as well as ensuring that the company develops a uniform management language and continuity within the chain, explains Peter Hvilshøj, Sportsmann Group Director, COO and CFO.

There are two Sportsmann Academy training programs: store manager/manager and talent, where participants are selected from amongst Sportsmann Group's many talents. As Peter Hvilshøj explains: *"There are plenty of opportunities in our company, and if you've got the skills and the desire to forge a career then you'll get the chance to do that. Experience shows us that the talents we select move up the through the system. We want to support staff who have that talent."*

Training consists both of sessions led by Sportsmann Group staff and by external tutors. Pupils gain an insight into general management tools and to subjects and approaches that are specific to Sportsmann Group.

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my time, my speedo
Michael Phelps
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Sportmaster
Nørregade 1, Hirtshals
Butiksindvielse 1988
Store opening 1988

Sportmaster
Nørrebro Bycenter
Butiksindvielse 1995
Store opening 1995

Sportsmann, Nike by Sportsmann
Vimmelskaftet 39-41, Strøget, København
Butiksindvielse 2005
Store opening 2005

Sportsmann
Aalborg Storcenter
Butiksindvielse 2010
Store opening 2010

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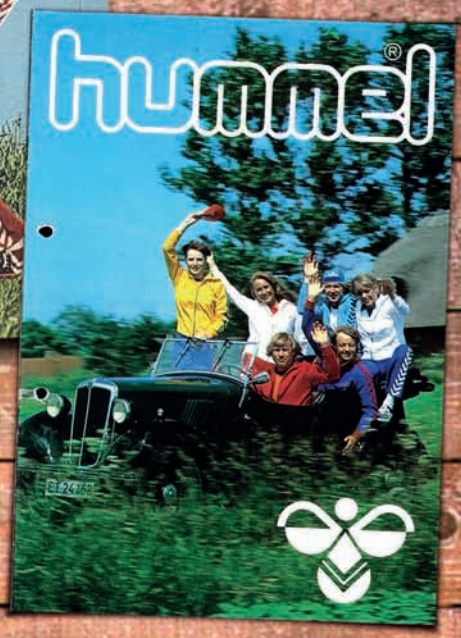
Nike by Sportsmann
Field's, København
Butiksindvielse 2004
Store opening 2004



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Nike by Sportsmann
Fisketorvet, København
Butiksindvielse 2000
Store opening 2000

"Det er meget motiverende, at man får chancen"

"It's opportunity that drives motivation"

Ledelse i blodet

Management in the blood

Jan Muhlig har altid været interesseret i ledelse, og når man virkelig vil, så er der muligheder i Sportsmann Gruppen.

Egentlig var Jan Muhlig udlært og ansat hos konkurrenten til John Jørgensens Sportsmann-butik i Hjørring, men det var der jo ikke meget fremtid i. Efter at have aftjent sin værnepligt gik Jan en tur gennem Københavns gader og kom forbi en ny Sportmaster butik, hvor han gik ind og søgte et job: *"Allerede på vejen hjem til Hjørring blev jeg ringet op, og så var jeg ansat i Sportsmann Gruppen."*

Til gengæld måtte Jan tage turen tilbage til København, for det var i Sportmaster på Købmagergade, at han var blevet ansat. Der gik dog ikke så længe, før Jan blev floor manager i den nye butik i Field's med ansvar for eget vareområde – og efter at have delt ansvaret som butikschef med en kollega i en periode, overtog han hele ansvaret selv.

Smag for detailhandel og ledelse
Herefter tog tingene fart for Jan, for nu havde han for alvor fået blod på tanden, og han fik yderligere lyst til at videreudvikle sig inden for detailhandlen, og gerne hos Sportsmann Gruppen, fortæller han: *"Jeg gik særligt meget op i ledelse. Det var noget, vi arbejdede meget med i butikken i Field's, og man kan også se, at mange tidligere medarbejdere fra butikken er kommet videre inden for Sportsmann Gruppen."*

Motiverende at få chancen
Et gennemført forløb på Sportsmann Academy gav Jan yderligere mod på at arbejde med ledelse, ligesom det gav ham ballast til at arbejde videre med nogle af sine ideer. Jan har ikke nogen egentlig lederuddannelse, så forløbet gav ham meget at gå videre med. Og videre er han kommet. I dag er Jan Muhlig Area Manager for alle butikker på Sjælland og er stadig meget optaget af ledelsesarbejdet: *"Det er superspændende at arbejde med butikscheferne og medarbejderudvikling, men det er også meget motiverende, at man får chancen, hvis man viser, at man gerne vil og kan. Så kan man gå til ledelsen, på den måde er der en meget flad struktur i organisationen. Det kan jeg godt lide ved kulturen i Sportsmann Gruppen – og ærligheden."*

Jan Muhlig has always been interested in management, and when you really want it there are opportunities in Sportsmann Group.

Jan Muhlig actually worked and received his training in a store in direct competition with John Jørgensen's Hjørring Sportsmann store, but his prospects there were poor. After completing his military service, Jan was walking the streets of Copenhagen when he passed a new Sportmaster store. He walked in off the street and asked about job opportunities: *"Someone was on the phone to me before I even got back to Hjørring, and then that was that, I was a Sportsmann Group employee."*

That meant that Jan had to make the trip all the way back to Copenhagen, as it was the Sportmaster store on Købmagergade that had offered him a position. It wasn't long before Jan rose to floor manager in the new store in Field's with responsibility for his own product area. Then, after sharing store management responsibilities with a colleague for a period, he took on the position of store manager.

A taste for retail management
From here on things moved quickly for Jan, who'd really started getting a taste for management and for developing his retail skills. He also wanted to stay with Sportsmann Group, as he puts it: *"I really started to take a serious interest in management. That was something we really worked on in the store in Field's, and many of the people I worked with in that store have gone on to more senior positions within Sportsmann Group."*

Opportunity drives motivation
After completing a training program at the Sportsmann Academy Jan felt further inspired to work in management. It also helped him to develop some of his ideas. Jan doesn't hold any management qualification, so his training provided a good deal of inspiration. And it helped him to develop. Today, Jan Muhlig is the Zealand Area Manager and he is still very focused on working with management: "Working with store managers and staff development is really rewarding, but it's opportunity that drives motivation. Being given the chance if you can demonstrate that you have the desire and the aptitude. Then you can take on management responsibility. There's a very flat management structure within the organisation. That's something I like about the business culture in Sportsmann Group – that and the honesty."

Fra bydreng til ansvarlig for indkøb og marketing

From junior to marketing and purchasing manager

Der bliver ikke pakket sandorm ved det skrivebord i Sportsmann Gruppens hovedsæde, hvor Mads Bønkel sidder i dag. Han er dog tilbage i Nordjylland, hvor det hele begyndte med en tjans som bydreng i Sportmaster i Hirtshals i sommeren 1991. Siden da har Mads været vidt omkring i Sportsmann Gruppen, hele tiden drevet af lysten til at være i en lidt større butik med mere ansvar: *"Allerede efter sommerferien som bydreng eller ungarbejder, som man nok ville kalde det i dag, kom jeg i lære i butikken. Efter læretiden var jeg meget glad for at kunne fortsætte, men jeg havde hurtigt lyst til at prøve at have lidt mere ansvar."*

Hele tiden nye muligheder
Ansvaret kom med stillingen som førstemand i butikken i Hjørring, hvor han senere ligeledes blev Store Manager. Det gik fremad med karrieren, som Mads havde håbet på, for han kunne hele tiden komme et skridt videre: *"Jeg har hele tiden haft muligheden for at tage et skridt videre i min karriere, men selvfølgelig har jeg også ville investere noget i det – ikke mindst da jeg rejste til den anden ende af landet."*

Næste skridt var stillingen som Store Manager i Sportmaster på Vimmelskaftet ved Strøget i København, og i 2004 fulgte tillige stillingen som Store Manager i den nyåbnede store forretning i indkøbscentret Field's. Mads var også at finde, da Sportsmann Academy's første hold gennemførte uddannelsen: *"Det var meget lærerigt, og jeg fik nogle redskaber til at strukturere og planlægge fremad, så man ikke hele tiden skal slukke 'ildebrande' i hverdagen. Desuden møder man kolleger og udveksler erfaringer. Det giver en rød tråd i den måde, Sportsmann Gruppens butikker fungerer."*

Things haven't stood still at the desk in Sportsmann Group's headquarters where Mads Bønkel works. He's back in North Jutland where his journey began as a an errand boy for Sportmaster in Hirtshals in the summer 1991. Since then, Mads has worked throughout Sportsmann Group, always on the lookout for a bigger store with more responsibility: *"Straight after spending my summer holiday working as a junior, I guess you'd call it being an attendant today, I started in-store training. I was happy to stay on after completing my training, but I soon found myself looking around for a bit more responsibility."*

New opportunities all the time
That responsibility came when Mads was appointed assistant manager, and later store manager, of the Hjørring store. His career was progressing as Mads had hoped because he was always able to take another little step up the ladder: *"Throughout my career I've had the opportunity to take another little step forward, I've had to put a lot into it myself, of course, especially when I chose to move to the other end of the country."*

The next step was a position as store manager in Vimmelskaftet on Strøget in Copenhagen, followed, in 2004, by a similar position in the newly-opened store in shopping centre Field's. Mads was one of the very first people to complete the Sportsmann Academy program: *"It was highly informative, and it gave me the tools I needed to help me structure my work and plan initiatives so I wasn't just spending all my time fire-fighting every day. And, of course, it's an opportunity to meet colleagues and discuss our work. It provides a common basis for Sportsmann Group store operations."*

Helt speciel ånd
Sidenhen blev Mads først Area Manager for København og Sjælland og derefter indkøbsansvarlig for alle butikkerne, førend han fik sin nuværende stilling som ansvarlig for indkøb og marketing i Sportsmann Gruppens hovedsæde i Hjørring. Dermed har han været omkring 20 år i Sportsmann Gruppen, og det er ikke engang usædvanligt, fortæller han: *"Her er en helt speciel ånd, der blandt andet skyldes, at en del bliver her i mange år. Vi har det godt sammen og holder sammen, hvis der er udfordringer."*

A special atmosphere
Mads' next step was a position as area manager for Copenhagen and Zealand, quickly followed by the position of purchasing manager with responsibility for the entire chain, from which Mads moved on to his current position as marketing and purchasing manager in Sportsmann Group headquarters in Hjørring. All in all, a career in Sportsmann Group of about 20 years, and, as he says, that's not unusual: *"There's a special atmosphere about the place, something that's down, amongst other things, to the fact that a lot of people have stayed with the company for a long time. We work well together and we pull together to overcome the challenges we face."*

Drevet af ambitioner, innovationslyst og muligheder

Kenneth Lønborgs uddannelse og karriere er formet af erfaringer og ansættelser både i og uden for Sportsmann Gruppen. Kenneth begyndte tilbage i 1993 som elev i sportens verden, men bekendtskabet med John Jørgensen og Sportsmann Gruppen kom i stand i 1996, da Kenneth fik muligheden for at være med til at åbne den første Sportmaster på Strøget i København. Her blev Kenneth inspireret af det gode arbejdsmiljø, den sunde forretning og det gode team af medarbejdere, fortæller han: *"John Jørgensen er innovativ, og der skete meget på det tidspunkt i Sportsmann Gruppen. Det var nytænkende at åbne en butik på Strøget, og jeg lærte meget i de år."*

Nye udfordringer trækker hele tiden
Kenneth var en del af det spændende miljø i Sportsmann Gruppen i fire år, men så trak lysten til at prøve noget nyt i ham. I år 2000 fik Kenneth et spændende tilbud. Han skulle være med til åbne den første Stadium butik i København på fisketorvet, og det kunne han ikke sige nej til. Der gik dog kun to år, før Kenneth igen tog nye udfordringer op, men han blev på Fisketorvet - nemlig som Storemanager for Sportsmann Gruppens nyåbnede Sportmaster butik. Dermed var Kenneth tilbage i Sportsmann Gruppen, hvor han endnu engang nød godt af mulighederne for at udvikle sig og tage ved lære af de egenskaber der er grundværdien for John og dermed hele virksomheden. Jeg har altid været meget resultatorienteret, men den helt særlige vilje til at ville vinde og sans for det gode købmandsskab, det har jeg lært af John.

Næste skridt for Kenneth blev at prøve sit talent af som sælger på landevejene. Efter to år i valgte han den noget anderledes tilværelse som kørende sælger for forskellige virksomheder, men erfaringerne og kontakterne fra Sportsmann Gruppen var en god bagage at have med i vognen, fortæller Kenneth.

Driven by ambition, the will to innovate and opportunities

Kenneth Lønborg's training and career has been formed by the experiences he has gained and the positions he's held both within Sportsmann Group and in other companies. Kenneth started out back in 1993 as a novice in the world of sport but he became acquainted with John Jørgensen and Sportsmann Group in 1996 when he was given the chance to help open the first Sportmaster store on Strøget in Copenhagen. Kenneth found the team ethic, the sound business and the spirit of his co-workers inspiring, as he says: *"John Jørgensen is an innovator, and there was a lot going on in Sportsmann Group at that time. Opening a Strøget store was a bold step and I learnt a lot in those years."*

New challenges
Kenneth spent 4 years working in the dynamic environment at Sportsmann Group, after which he began to feel he wanted a change. In 2000, Kenneth was offered an attractive position. He was to join the team behind the first Stadium store in Copenhagen at shopping centre Fisketovet, and it was an offer he couldn't refuse. Just two years later, Kenneth was ready for a further challenge, but he stayed in Fisketorvet, this time as store manager for Sportsmann Group's newly-opened Sportmaster store. Kenneth was back in the Sportsmann Group, where, once again, he took the opportunity to develop and to learn from the values that John has instilled across the company. *"I've always been a results person, but the real drive to be a winner and sense of what strong business principles are all about is something I've got from John,"* said Kenneth.

His next step was to try his luck as a salesman. After two years he took a step into a completely different world as a travelling sales representative for a number of different companies, but his experience and his contacts from his time at Sportsmann Group were with him all the way, and, according to Kenneth, they helped.

Mulighedernes virksomhed:
Da John Jørgensen overtog Sportmaster butikken i Lyngby Storcenter i 2007 var Kenneth igen at finde på holdet som Storemanager. På det tidspunkt deltog Kenneth også på Sportsmann Academy: *"Jeg lærte meget på Sportsmann Academy – blandt andet blev jeg mere bevidst omkring min egen rolle, rammerne og nødvendigheden af tydelighed i forhold til mine medarbejdere, samt at skabe medejerskab til vores fælles mål og visioner. Det er virkelig mulighedernes virksomhed, hvor man kan gå fra elev til chef, hvis man har vilje og talent."*

Nye udfordringer hos Sportsmann Gruppen
Som 36-årig er Kenneth i dag glad for at være med til at sætte sit præg og dermed gøre en forskel i sit virke i virksomhedens struktur, i form af indkøb, planlægning samt virksomhedens driftsmøder. I hans daglige virke som Storemanager for både Sportmaster og Nike by Sportsmann i Lyngby Storcenter, har Kenneth stor fokus på nøgletal, såsom omsætningshastighed og god forrentningsprocent. Nøgletal, der er vigtige information for medarbejderne, fortæller han: *"Vi holder dagligt et morgenmøde i butikken, hvor vi gennemgår dagens udfordringer, kampagner, vidensdeling samt fokusområder som basket size og mersalg. Alle er sælgere, og alle står vi sammen som ét team - med Viljen til at ville vinde..."*

A company full of opportunities:
When John Jørgensen took over the Sportmaster store in Lyngby Storcenter in 2007, Kenneth was back on the team as store manager. It was during this period that Kenneth also attended the Sportsmann Academy: *"I learnt a lot at Sportsmann Academy – amongst other things I became much more aware of my own role, the framework I was working in and the importance of sending clear signals to my staff and making them co-owners of joint goals and visions. It really is a company full of opportunities where you can go right from trainee to boss – if you have the drive and the talent to succeed."*

New challenges at Sportsmann Group
Now 36 years old, Kenneth is glad of the opportunity to make his mark and make a difference by influencing company structures such as purchasing, planning and operational meetings. His daily work as Store Manager in both Sportmaster and Nike by Sportsmann in Lyngby Storcenter involves focusing on key figures such as turnover rate and yield. Key figures that can provide important information to staff, as he says: *"We hold a morning meeting every day, in the store, where we run through the day's challenges, promotions, knowledge sharing and focus areas such as basket size and add-on sales. We're all salesmen, and we tackle things as a team – with the drive to be a winner..."*

Store Manager

34
35

Fra fritidsarbejder til nye udfordringer

Christian Lorenz-Petersen, 27 år, er efter snart to år som Store Manager for Sportmaster i Field's i dag på vej til en ny stilling inden for Sportsmann Gruppen. Dermed er han et godt eksempel på de muligheder, der findes, når man har talentet og viljen til at udnytte det.

Det er omkring syv år siden, at Christian havde brug for et job om eftermiddagen ved siden af studierne på handelsskolen, og da han altid havde stået meget på ski, var det en oplagt ide at arbejde i en sportsforretning. Derfor begyndte han hos Sportmaster i Field's, hvor han hjalp til med at pakke varer ud, sætte på plads og sælge varer, i alt en 15-20 timer om ugen, fortæller Christian: *"Jeg begyndte på handelsskolen, men blev mere og mere bidt af detailhandlen. Det med at snakke med og sælge de rigtige varer til kunderne var udfordrende og udviklende, og jeg besluttede at begynde på fuld tid. Hvis man vil, kan man hurtigt få meget ansvar, og det ville jeg."*

En øjenåbner
Efter omkring halvandet år blev Christian floor manager og fik ansvaret for afdelingen med vinterbeklædning og ski, og helt afgørende blev hans ophold på Sportsmann Academy: *"Det var en øjenåbner for mig. Her blev der sat ord på meget af det, man arbejder med i hverdagen, og man fik mange konkrete redskaber at gå videre med. Desuden var det en bekræftelse af, at firmaet ville satse på én fremover."*

Vil udnytte mulighederne
For fire år siden blev Christian sales manager i butikken og fik dermed yderligere ansvar – samt personale- og udviklingsansvar for de omkring 40 ansatte. Derfra var vejen kort til posten som store manager, og i august 2009 blev Christian Store Manager efter en naturlig organisationsudvikling. I dag læser Christian HD ved siden af sit arbejde, og det skal gerne bringe ham endnu videre: *"Det er en sjov branche, og jeg vil gerne udvikle mig yderligere inden for Sportsmann Gruppen og udnytte nogle af de mange muligheder, der er."*

From part-time to new challenges

After spending almost two years managing the Sportmaster store in Fields, Christian Lorenz-Petersen, 27, is about to take up a new position within the Sportsmann Group. That makes him a good example of the opportunities that are available when you have the talent and the drive to exploit it.

It was just seven years ago that Christian needed a part-time job to help him make ends meet whilst studying at business school, and, since he was a keen skier, working in a sports store seemed an obvious choice. So he found himself a job in Sportmaster in Field's where he helped out unpacking products, putting them on display and selling them for 12-20 hours a week. As Christian himself puts it: *"I'd just started my course at business school but I found myself getting more and more interested in retail. Talking to customers and selling them the right products was a challenge and one that helped me develop and I decided to go full time. If you want it, responsibility comes quickly, and it did for me."*

An eye-opener
After about a year and a half, Christian was appointed floor manager with responsibility for the winter clothing and skiing department. What really made the difference, however, was attending the Sportsmann Academy: *"It was an eye-opener for me. We discussed a lot of the things we worked with on a daily basis and I got lots of practical tools to help me reach the next stage. Plus it was a statement of intent from the company about my future career."*

Grasp your opportunities
Four years ago, Christian was appointed store sales manager with the responsibility that involves, including staffing and development responsibility for about 40 employees. From there, it was only a short step to the position of store manager, a position to which Christian was appointed in August 2009 as part of a natural organisational development. Today, Christian is studying for a Diploma in Business Administration alongside his work, and he expects this to take him even further: *"It's a fun sector to work in and I'd like to develop further within the Sportsmann Group and take advantage of some of the many opportunities available to me."*

Sportmaster
Vesterbrogade 12-14, København
Butiksindvielse 1999
Store opening 1999

Sportmaster
Vimmelskaftet 42, København
Butiksindvielse 1996
Store opening 1996

Sportmaster
Ro's Torv, Roskilde
Butiksindvielse 2008
Store opening 2008

Sportmaster
Bruun's Galleri, Aarhus
Butiksindvielse 2003
Store opening 2003

Det man ser efter her i livet,
er det du får øje på...
En verden af muligheder...

What you find in life
is what you look for...
A world of opportunities...

Sportmaster
Strømgade 16, Hjørring
Butiksindvielse 1992
Store opening 1992

Sportmaster
Merkurvej 55, Randers
Butiksindvielse 1998
Store opening 1998

"Vi deler visse værdier, der helt enkelt handler om at have en ydmyg tilgang og være arbejdsom"

"We share certain values, which are basically about being humble and hard- working"

Lignende værdier og ambitiøse mål

Similar values and ambitious goals

Adidas er en naturlig mangeårig samarbejdspartner for Sportsmann Gruppen, og Mikkel Christensen, country manager hos Adidas, er glad for det positive og konstruktive samarbejde, de to store virksomheder og brands har.

Et samarbejde, der ikke mindst er baseret på lignende værdigrundlag og tilgang til det at drive en forretning, fortæller Mikkel Christensen: *"Vi deler visse værdier, der helt enkelt handler om at have en ydmyg tilgang og være arbejdsom. Vi har nemt ved at tale sammen, og holder det på et niveau, hvor tingene er til at forstå."*

Den ydmyge tilgang er kombineret med meget ambitiøse mål, og det er noget, Mikkel Christensen sætter pris på: *"Sportsmann Gruppen er kendetegnet ved at have meget ambitiøse mål, hvilket blandt andet kommer til udtryk på deres Sportsmann Academy. Her har vi mødt deres aspiranter, som alle er meget villige til at lytte og lære. De tager ikke noget for givet, er meget arbejdsomme og er generelt et veluddannet personale, hvilket ikke altid er en selvfølge."*

"Sportsmann Gruppen er en meget stor virksomhed, men de har formået at bevare det mere personlige præg", påpeger Mikkel Christensen og tilføjer, at det blandt andet betyder, at man kan have en hurtigt, direkte og konstruktiv dialog: *"John Jørgensen er meget ligefrem og kalder tingene ved deres rette navn. Det gør, at man kan træffe hurtige beslutninger, og vi glæder os til at fortsætte det positive spor, vi er på vej ad."*

Adidas has been a partner of choice for Sportsmann Group for many years, and adidas Country Manager Mikkel Christensen is proud of the positive and constructive relationship the two major companies and brands enjoy with each other.

A relationship built, not least, on shared values and a similar approach to running a business. As Mikkel Christensen says: "We share certain values which are basically about being humble and hard-working. It's easy for us to communicate and keep things on a level where they're easy to understand."

The humble approach comes with some very ambitious targets and that's something which Mikkel Christensen values greatly: *"Sportsmann Group is known for its ambitious targets, something that's reflected in the Sportsmann Academy. We've met their talents there, and they're all very willing and eager to listen and learn. They don't take anything for granted and are hard-working and generally well educated, which is something you don't always expect."*

"Sportsmann Group is a major company but they've managed to retain a personal feel," highlights Mikkel Christensen and adds that, amongst other things, this has meant that you always get a quick, direct and constructive dialogue: *"John Jørgensen is very straight up. He tells it like it is, and that means that you can make quick decisions. We're looking forward to continuing down the very positive route we're already on."*

600,-
900,-

adidas

44
45

Sportmaster
Sct. Mathias Centret, Viborg
Butiksindvielse 1994
Store opening 1994

Sportmaster
Nørrebrogade 27, København
Butiksindvielse 1998
Store opening 1998

Nike by Sportsmann
Ro's Torv, Roskilde
Butiksindvielse 2008
Store opening 2008

Sportsmann
Slotsgade 3-5, Aalborg
Butiksindvielse 2010
Store opening 2010

Sportmaster
Algade 28, Brønderslev
Butiksindvielse 2010
Store opening 2010

Nike by Sportsmann
Bruun's Galleri, Aarhus
Butiksindvielse 2003
Store opening 2003

Sportmaster Aarhus
Søndergade 70, Aarhus
Butiksindvielse 2000
Store opening 2000

Tillid og vilje
bag succesen

Nike by Sp

ortsmann

Trust and the drive to succeed

Sportsmann Gruppen og Nike står med konceptet og butikkerne Nike by Sportsmann bag et unikt samarbejde i branchen. Siden 2002, hvor den første butik under navnet Nike by Sportsmann så dagens lys, er det i årenes løb kun gået én vej – fremad! Foreløbigt findes der seks Nike by Sportsmann-butikker, og Nike er meget glade for samarbejdet, fortæller Nike's danske direktør, Søren True: *"Det har været lidt af en solstrålehistorie, som har udviklet sig meget positivt og været en succes for begge parter. Det skyldes ikke mindst, at John Jørgensen og Sportsmann Gruppen er villige til at prøve ting af og har tillid til os, og vi har en gensidig forståelse omkring forretningerne. Man skal jo finde fælles fodslag, og tingene skal køre i sådan et projekt."*

Nike har et meget kendt og veletableret brand, som stiller store krav til samarbejdspartnerne, og her er Sportsmann Gruppen et oplagt valg, siger Søren True: *"Sportsmann Gruppen har størrelsen og den rigtige placering af sine forretninger, ligesom de er med på nye ideer. John Jørgensen har nået sin position ved at have viljen og kunne tage beslutninger, som han rykker på. De er fantastiske partnere, og derfor har vi også nye projekter på vej."*

Søren True glæder sig til at fortsætte samarbejdet med Sportsmann Gruppen omkring nye projekter: *"Sportsmanns Gruppen åbner mange nye forretninger, og for os er det er en vigtig del af positioneringen på det danske marked, så vi glæder os til at prøve nye ting af i fremtiden sammen med John Jørgensen og Sportsmann Gruppen."*

Sportsmann Group and Nike are the powers behind a unique sector relationship. Since 2002, when the first Nike by Sportsmann store opened things have only gone one way – up! Currently there are six Nike by Sportsmann stores, and Nike are very happy with their relationship with Sportsmann. Nike's Danish CEO, Søren True says: *"It's been a real ray of sunshine that's developed very well and been a great success for both parties. That's got a lot to do with the fact that John Jørgensen and Sportsmann Group are happy to experiment and to trust us. We have the same way of looking at the stores. You need that shared vision, and if you get it then a project like this can really take off."*

Nike have a very popular and well-established brand, and that makes significant demands of partner organisations. According to Søren True, Sportsmann Group were an obvious choice: *"Sportsmann Group have the size and the stores in the right places, plus they have the will to innovate. John Jørgensen has achieved his position by having the courage to take decisions and the drive to get results. They are fantastic partners and that's why we have new projects upcoming."*

Søren True is looking forward to working with Sportsmann Group on new projects in the future: *"Sportsmann Group are opening new stores; lots of them. For us it's an important part of our Danish market position, so we're looking forward to going new ways again with John Jørgensen and Sportsmann Group."*

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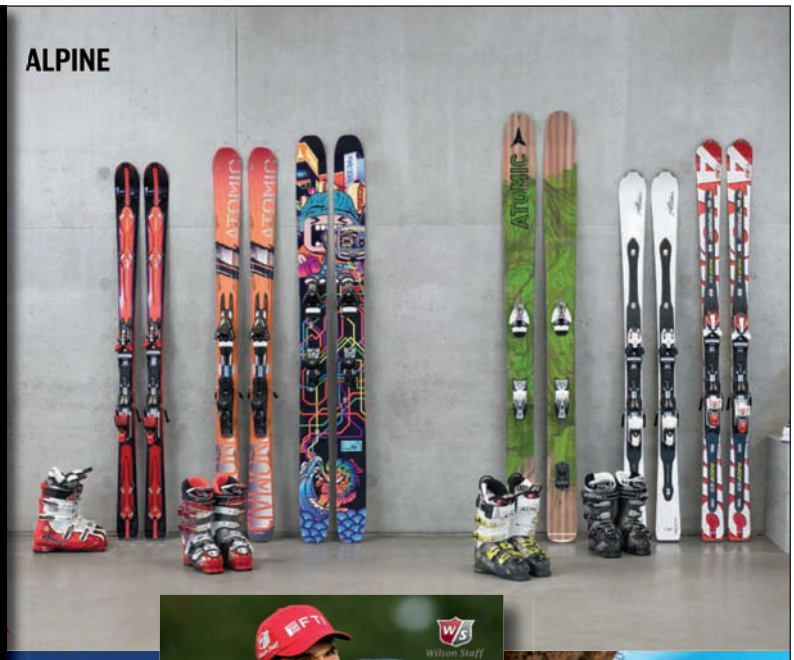

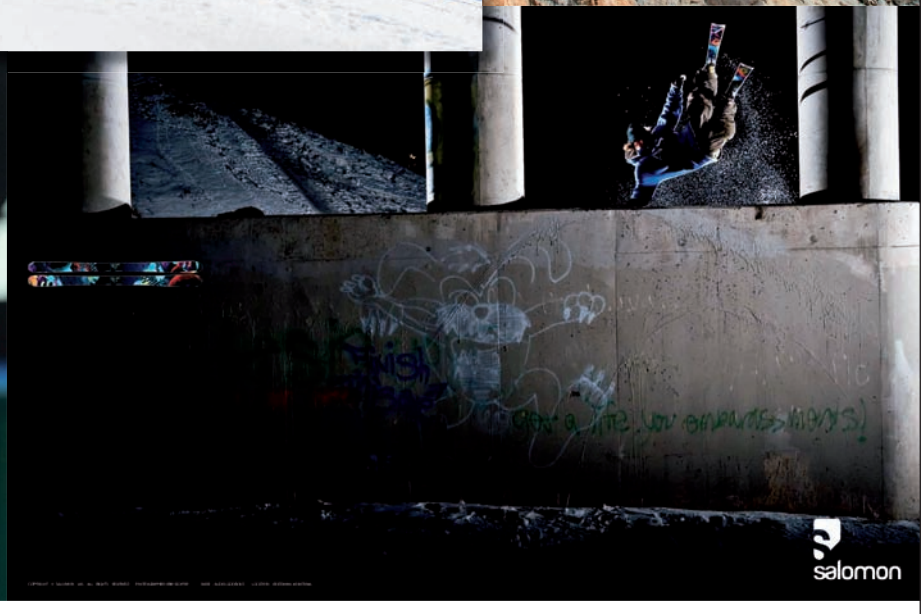

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Waves, Greve
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Store opening 2009

Sportmaster
Bispensgade 5-7, Aalborg
Butiksindvielse 2010
Store opening 2010

Sportmaster
Lyngby Storcenter
Butiksindvielse 2007
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Sportmaster
Field's, København
Butiksindvielse 2004
Store opening 2004

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Sportmaster
Fisketorvet, København
Butiksindvielse 2000
Store opening 2000

Nike by Sportsmann
Lyngby Storcenter
Butiksindvielse 2009
Store opening 2009

"Hos John Jørgensen er der ingen slinger i valsen. Han er købmand med stort K, og han har mange engagerede medarbejdere, der har en holdning til det, de laver."

"Når man skal handle, er de godt forberedte og målbevidste. Men de er også parat til at tage store chancer og købe det rigtige produkt i rigelige mængder."

Steen Wøhlk, direktør hos Wøhlk Sportswear og Helen Engstrøm Sportswear og mangeårig samarbejdspartner.

"De er ofte foregangsmænd for andre koncerner og er de første i branchen med nye produkter og koncepter. De prøver ting af."

"Jeg kender John Jørgensen godt i gennem mange år, og jeg ved, at når han går ind i et projekt eller i gang med en idé, så går han ind i det 100 procent – og fuldfører det!"

"Det er meget positivt at arbejde med Sportsmann Gruppen. Hvis du har et nyt produkt, så er det godt at teste det hos dem. Hvis de er interesseret, så har du fat i noget rigtigt."

"With John Jørgensen you know what you're getting. He's a proper businessman, and his organisation is full of committed people who take a stand."

"When it's time to do business they're well prepared and they know what they want. But they're also ready to take a chance and buy the right product in large quantities."

Managing Director Steen Wøhlk of Wøhlk Sportswear and Helen Engstrøm Sportswear and a long-term Sportsmann partner.

"They're agenda setters and others follow where they lead, with new products and new concepts. They're not afraid to go new ways."

"I've known John Jørgensen well for many years, and I know that when he decides to take on a project or develop an idea then he's 100 percent behind it – and that he will deliver!"

"Working with Sportsmann Group is a pleasure. If you've got a new product they're the ones to test it on. If they're interested then you're on the right lines."

Brugbar erfaring med ud i verden

Useful experience that takes you places

Erfaringerne fra en stilling i Sportsmann Gruppen kan bringe én vidt omkring. Allan Andersen er i dag salgsdirektør hos adidas Group med ansvar for hele Latinamerika.

Allan Andersen kom til Sportsmann Gruppen, da den første butik i Østdanmark åbnede på Kultorvet i København i 1995. Her arbejdede han, indtil han blev Store Manager i butikken i Nørrebro Bycenter og senere ligeledes i butikken på Vimmelskaftet ved Strøget. Det var ikke alene en begivenhedsrig tid for Sportsmann Gruppen, men ligeledes for Allan, der undervejs nåede at suge rigelig erfaring til sig til senere at gøre en imponerende karriere hos adidas Group: *"Jeg var der i mere end seks år, og når jeg kigger tilbage, er en af ting, jeg stadig husker, den ganske særlige holdånd. Holdet var i konstant bevægelse med åbningen af nye butikker, og alle hjalp til."*

Allan Andersen er i dag 37 år og har base i Panama City. Han har de seneste ti år været ansat hos adidas Group tre forskellige steder i verden. En af de erfaringer, der har haft betydning i hans nuværende arbejde, er en meget dyb forståelse for de forskellige KPI'er (Key Perfomance Indicators), som er vigtig for alle typer detailforretning. Så selvom der er langt fra Hjørring til Panama, er viljen til at ville, godt købmandskab og en god portion erfaring egenskaber, der kan bruges i hele verden.

The experiences you gain from a position with Sportsmann Group can really take you places. Allan Andersen is currently a sales director in adidas Group with responsibility for the Latin American region. Allan Andersen joined Sportsmann Group when the first store in east Denmark opened on Kultorvet in Copenhagen in 1995. That's where he stayed until he was appointed store manager in the Nørrebro Bycenter store, from where he took on a similar position in the Vimmelskaftet store on Strøget. It wasn't only an eventful period for Sportsmann Group, but also for Allan who learnt a lot and went on to forge an impressive career with adidas Group: *"I was there for more than six years, and when I look back on it one of the things that stays with me is the team spirit. That was something special. We were always on the go with new stores opening all the time, and everyone pulled their weight."*

Today, Allan Andersen is 37 years old and is based in Panama City. He's worked for adidas Group in three different global locations during the past decade. One of the experiences which has had a major impact on his current work is a deep understanding of the various KPI's (Key Performance Indicators) which are crucial to all types of retail stores. So, even though Hjørring is a long way from Panama, the drive to be a winner, strong business principles and plenty of experience are qualities which are of use all round the world.

"Holdet var i konstant bevægelse"

"We were always on the go"

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