International Consulting Project
Market Research
for Swan Analytical Instruments AG

f.l.t.r.: Rahel Häne, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Mario Pérez,** Universidad Pública de Navarra, Spain, **Flavio Schöb,** OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Simona Künzle,** Project leader, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Vanessa Keller,** OST - Eastern Switzerland University of Applied Sciences, Switzerland, **Martin Allard,** IESEG School of Management, France

Market Analysis Semiconductor Industry Focus Water Analytics

OST
Eastern Switzerland
University of Applied Sciences

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The semiconductor industry is on a remarkable growth trajectory, expected to reach a market size of a trillion USD by 2030. Swan aims to tap into the market by addressing the need for ultrapure water. This project aimed to provide insights into the global semiconductor market and develop recommendations on future growth plans.

Proceeding

Swan's market research involved conducting sixteen expert interviews to gain a comprehensive understanding of the semiconductor manufacturing process, the role of ultrapure water (UPW) within it, and the trends and challenges facing the industry. Open-ended questions gathered in-depth insights from various expert fields. The findings from these interviews were then corroborated and supported by secondary research, which included detailed desk research. The combination of expert interviews and secondary research helped to shape the strategic recommendations by providing valuable insights and concrete figures.

Results

The primary research confirmed the hypotheses about the potential of the semiconductor and UPW monitoring sectors. The team was able to provide Swan with concrete figures to support its strategic decisions in these markets, thus providing a clear and objective basis for its future actions.

Following the primary research, secondary research was conducted in regions of high potential for Swan. A thorough cost-benefit analysis was conducted, resulting in the identification of three specific countries where Swan should focus its efforts. These selected countries offer the most lucrative opportunities, considering both the potential return on investment and Swan's specific competencies.

In addition, the team provided Swan with data on the number of new semiconductor fab construction projects in these regions.

To further assist Swan in its strategic decision-making, the team identified key companies in these regions with whom Swan could establish profitable trading relationships. This provides Swan with the names and contacts to pursue new avenues of growth and expansion.

ost.ch/praxisprojekte-wi

Swan Analytical Instruments AG, Hinwil
Swan Analytical Instruments AG was founded in 1991 by a team of experienced chemists, physicists and electronic engineers and is headquartered in Hinwil, ZH. With over 120 employees in Switzerland and about 300 employees worldwide, Swan specializes in water analytics, with a particular focus on ultrapure water monitoring. All measurement and control instruments are manufactured to the highest Swiss quality standards.

Client
Swan Analytical
Instruments AG, Hinwil
**Konrad Sägesser,
Product Line Manager**
www.swaninstruments.ch

Considering that the six students were confronted with a very specific topic in an unknown research field, the project team made quick progress and delivered first results according to plan. The highly structured approach helped both, them and us to ask the right questions. Now it is up to us to take measures based on the report. It was a real pleasure to work with highly motivated young people who were ready to tackle new challenges. Many thanks!

Coach
OST – Eastern Switzerland
University of Applied Sciences
Mathias Kleiner, MBA

It was a pleasure coaching this hard-working and resilient team. The well-founded analysis and the recommendations support the client's business decisions. At the final presentation, the team convinced the audience with a second-to-none presentation. Excellent project management, persistency and a great team spirit were the key to this very successful project.

Global Heatmap with top semiconductor production regions
Source: Own Illustration