

International Market Research for Handheld Laser Distance Meters



FHS-Babson Project Team

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Client

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Coaches

Prof. Dr. Sibylle Olbert-Bock
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Company

Leica Geosystems' strives to be positioned as a premium supplier of innovative measuring devices to capture, analyze and present spatial information. Users of Leica products trust the company for its dependability, value, and superior customer support.

Initial Position

In the past years, the market for handheld laser distance meters (HLDMs) has experienced fast growth, while new players

have entered the already competitive market. However, product awareness of HLDMs varies greatly by region. It is important for Leica to understand the current and future market for HLDMs to react to the changing market.

Goals

The four assignments incorporated the German, Austrian, Swiss, and US markets. The first task, understanding the market, included calculations of worldwide market potential, market volume, and market share. A second task aimed to identify customer



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Kommentar vom Fach
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needs targeted architects, electricians, floorers, and painters. The third part analyzed the sales channels of Leica and its main competitors. The final task was to synthesize the findings and provide the company with recommendations.

Methodology

The team developed two different approaches to determine market figures. The first was based on online survey results which were used for advanced calculations and extrapolated to global data by a known index. The second approach combined Leica Geosystems unit sales figures and market shares which led to identical results. The evaluation of customer needs was adapted from the

online survey and user interviews. The analysis of the sales channels included shop visits, interviews with the sales representative and an examination of internet distributors.

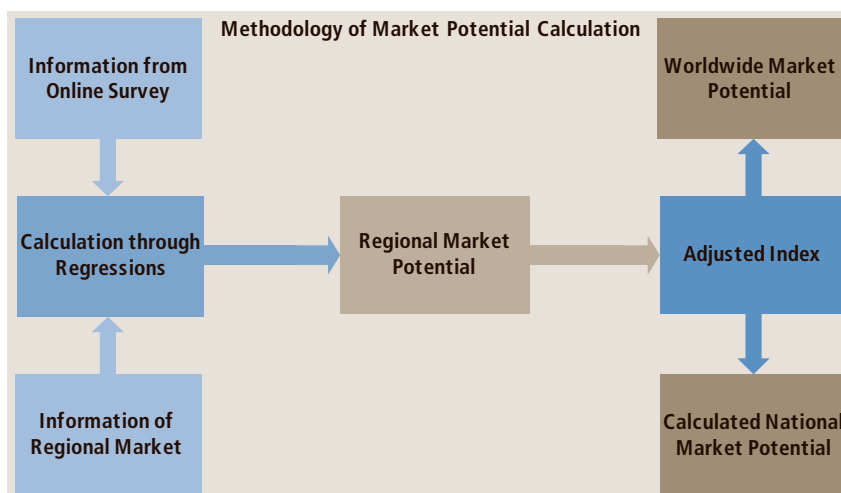
Outcome

Leica obtained realistic data for worldwide and regional market volumes and potential. However, the detailed calculations also confirm higher penetration in some specific markets. To enable further growth a main recommendation of the J-MCFE team is to focus on new and promising market segments with an adequate product. A second proposal focused on a strategic decision to expand an existing sales channel.



Sibylle Olbert-Bock

«J-MCFE is a very compact project for students: In only a few weeks they need to solve specific marketing problems in English language in an international context and with cross cultural differences in doing business. As an advisor it is a «highlight» to work with extremely engaged students who are willing to learn and interested in using their knowledge.»



Markus Hammerer

«The teams have done an excellent job. Thanks to their high degree of identification with the tasks we received very valuable information. The outcome is based on a structured approach and therefore helps us to understand some aspects of our market better. The whole project was accomplished on a very professional level.»