

Market Analysis for Vectronix Inc.

«Great international experience in a highly motivated team.»



FHS-Babson Project Team

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Client

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Our client: Vectronix Inc.

Our client, Vectronix Inc. is a wholly owned subsidiary of Vectronix AG in Heerbrugg Switzerland. The company's core competencies are state of the art solutions for observation and geo-location under harsh field conditions. Currently, only a small amount of the turnover is made with civilian clients.

Two different markets

The company has a very high knowledge of the military market and is interested in entering the civilian market. Our task was to research, analyze and identify the most promising civilian market area(s) for future business development. The company was particularly interested in markets they could enter immediately or would be «first mover».



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Kommentar vom Fach
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Entering civilian markets

The direction provided by Vectronix Inc. was clear but very demanding. To identify civilian markets for our client we first had to assess the characteristics of a newly developed technology and determine how it could be utilized in a civilian capacity. This included an analysis of product, quantity and price elasticity. Once identified, we developed marketing plans for the most promising markets and potential client lists of these markets. We were very open in our working approach which was challenging at times but definitely rewarding and, in the end, successful.

How to find the most promising markets

We brainstormed 63 different markets in total which we all researched over the the subsequent weeks. We eliminated most of

these markets resulting in 12 viable options. We then took a more in depth look into these markets and eliminated another six. To determine the specific needs and potentials of these six markets we conducted over 40 expert interviews. We approached this task from both a technological and a market insight analysis. Out of this analysis we found a first mover market as well as a market which Vectronix Inc. could enter immediately. In total we completed 108 expert interviews in various countries around the world. For the first mover market and the immediate entrance market we then created an in-depth marketing plan and for the other four very promising markets, small marketing plans. This provided the company with valuable information they could use to determine future product investments and product launch of their new technology in the civilian market.

Energy source	wired				independant
Additional Software	Not available				multiple use
Memory Function	Not available				< 3 days
Data Connection	wired				wireless
Dimension	big	medium	small	tiny	
Resistance	shock, water and fire resistant				
Measurement / Time	Periodically				constant measuring
Time (years)					
Accurate Compass	Surveying Tool	Location Finding Tool		Tracking Tool	
Shipping	Underground Pipes	Underwater	Private Aviation	Personal Tracking	Oil and Gas



Kurt Eisenring

«The team really opened its eyes to find new markets for HRG technology. Due to a systematic selection they found two very promising markets. The technology roadmap shows the required functional specifications and the necessary future developments for a successful market entry. The team showed a high level performance.»



Dan Augustine

«We truly enjoyed working with J-MCFE students on our market analysis project. They were extremely professional and their highly-analytical thinking was evidenced by the exceptional report they delivered. Having students from the U.S. and Europe gave our company the benefit of two relevant points of view. We look forward to work with the program again.»