

Market study for Chinese encoder gas meter application

Consulting Project China Management Design for GWF AG



qualified



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GWFs target is to enter the Chinese gas meter market with their Absolute Optical Encoder Technology. The main objective is to understand and clarify the Chinese market structure, the market players and their cohesion. Based on the findings, a market entry strategy with the recommended sales channels for the most lucrative segments will be defined.

GWF

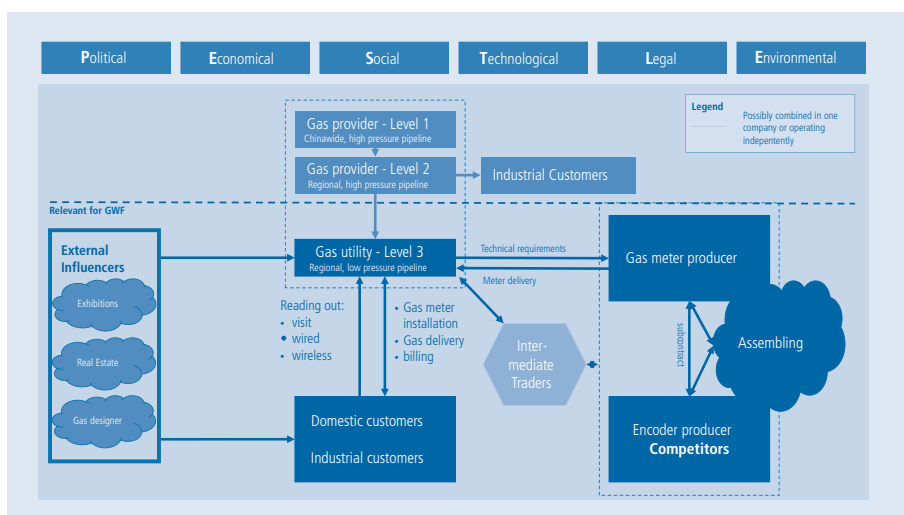
GWF Messsysteme AG is the market leader in Switzerland for measuring and collecting consumption data for water, heat and gas. The innovative family-owned company has evolved from a proven measuring instrument manufacturer to a competent partner for measuring systems and metering data management. In order to enter the Chinese market with the worldwide deployed and patented GWF Encoder Technology, a local company in Shenzhen was founded and new partnerships have been established successfully.

Proceeding

The team had to define a first market structure based on desk research and interviews to define the target groups for the primary research. To fulfill the target and obtain different market players' opinions, the project team chose personal interviews as the appropriate method. The interview partners were chosen by secondary research because of the huge market and missing contacts in China. Establishing new contacts for interviews without using existing relations of GWF was necessary to gain an impartial neutral view. Further desk research and additional calls completed the project's results.

Results

The main output is a profiling market entry strategy with recommendations about geographic and urban aspects, relevant target groups, sales channels, ownership of potential customers, technological requirements, product quality level and a range of sales prices. The team based its impartial opinion on detailed results from the market research and analysis of the Chinese gas meter market, for instance, booming regions, major players and their cohesion, important regulations, price and product comparisons of competitors and the common understanding of smart metering. Thus, the study is a valuable collection of insights into the current Chinese gas meter market, partly enriched with assumed future changes. During the fieldwork in China, the project team was able to arrange interview meetings with potential Chinese customers, also attended by the GWF representative. – A real quick win!



Project Team

Franziska Spiess, University of Applied Science, St.Gallen, Switzerland, Project Leader

Yunyun Jiang (Emma), Tongji University, Shanghai

Irina Nessensohn, University of Applied Science, St.Gallen, Switzerland

Xu Lu (Veronica), Tongji University, Shanghai

Adrian Villabruna, University of Applied Science, St.Gallen, Switzerland

Yang Wei (Ada), Tongji University, Shanghai

Client

GWF Messsysteme AG, Luzern

Remo Notter, Product Manager

www.gwf.ch



The consulting team has gained an impressive understanding of the highly complex gas market within the limited time. Ambitious and persistent all relevant information was collected in order to define realistic market objectives and develop a strategic proposal which will be considered for continuation of GWF's market development.

FHS-Coach

Prof. Andreas Löhner

Tongji-Coach

Prof. Ming Yao



Analysing the Chinese gas market and elaborating a market entry strategy without any „base camp“ and connection in the industry is a real huge challenge in China. It was amazing how the students dealt with numerous managerial, technical and intercultural issues and presented their opinion of entering into the Chinese gas market.