

# US Market Entry Analysis and Recommendation for Jansen Steel Profile Systems

Consulting Project USA Market Research for Jansen AG



pre-nominated



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**This project focuses on the building systems division of Jansen AG which manufactures high-quality steel profile systems for windows, doors and facades. In order to achieve company growth, Jansen AG is seeking expansion into the US market. As knowledge about this market is limited, this project aims to present a suitable distribution strategy.**

## Jansen AG

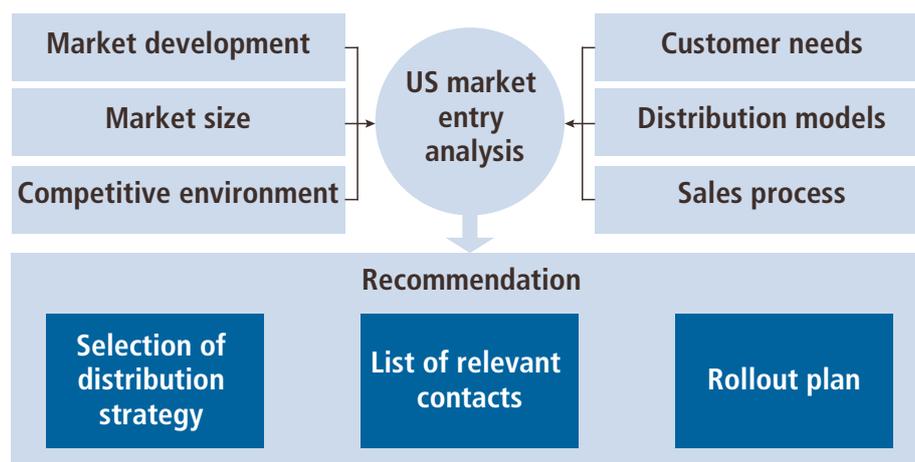
Jansen AG is a tradition-rich company that creates products which are well-known for their Swiss quality, innovation, durability and energy efficiency. Approximately 1,000 people work for Jansen AG worldwide and the company is divided into three main divisions: building systems, plastic solutions and steel tubes. Their strategy is to provide individual and innovative solutions to customers by leveraging the company's know-how and experience.

## Proceeding

The primary research for this project consisted of expert interviews conducted both in Europe and in the United States. In total, 22 people, knowledgeable about the American steel fenestration industry, were interviewed. The key contacts included but were not limited to architects, competitors, dealers and associations. The gained inputs were combined with extensive secondary research to obtain a comprehensive picture of the US market for fenestration and develop a clear distribution strategy for Jansen AG.

## Results

Based on the conducted research, the project team was able to identify the four main distribution strategies currently used by Jansen's competitors in the US market. Furthermore, in-depth information about customer needs and the sales processes in the different market segments was gathered. With this knowledge, the team created a rollout plan for Jansen AG that proposes a suitable strategy for the company to establish its products in the US market. The plan is divided into three phases over five years and gives clear key performance indicators after each stage. Additionally, the JMCFE team compiled a list of relevant contacts to get in touch with in order to initiate the entry of the US market. Eventually, the established rollout plan allows Jansen AG to develop competitive advantages and gain market share in the US.



## Project Team (f. l. t. r.)

Helen Hyejin Kim, Babson College, USA  
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 Project Leader

## Client

Jansen AG, Oberriet  
 Stefan Röthlin, Head of Technical  
 Departments International  
 Urs Riedi, Head of Sales International  
 www.jansen.com



We were impressed at how fast the students built up the necessary knowledge about our products. This enabled them to conduct a profound market analysis. For us, it was an interesting and very good experience to work with highly motivated young professionals. The conclusion with its recommendations is definitely useful.

## FHS-Coach

Dr. Benjamin von Walter

## Babson-Coach

Kenneth Demma, MBA



The main goal of the project was to find out how Jansen AG can sell its products in the US. What was delivered was an actionable recommendation with a multi-year road map, developed from in-depth interviews and complete knowledge of the market. The team, their professionalism and work products were top notch.