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Consulting Project USA Market Research
for TRUMPF Grüşch AG

Successful Product Launch for the U.S. Market

When entering a new market, a company must consider many factors. This also applies to TRUMPF which has developed a new power tool. As part of a strategic marketing plan, the project team executed a comprehensive analysis of potential markets and developed marketing and distribution recommendations as a basis for a successful product launch in the U.S.

TRUMPF Grösch AG, Grösch

TRUMPF is a family-owned company specializing in laser technology and industrial machine tools. Since its establishment as a mechanical workshop in 1923, TRUMPF has grown to be a large international company with sales of over \$2.97 billion in 2015 – 2016 and over 11,000 employees in 71 locations worldwide. Within the machine tools business unit, TRUMPF offers power tools such as shears, bevellers, and nibblers. TRUMPF is known for the impeccable engineering of its products.

Proceeding

A three-phase research method was designed to obtain all information needed. The phases included collecting secondary data through industry databases, websites, and news sources, as well as collecting primary data through qualitative interviews with TRUMPF employees, field test customers, company and industry experts, distributors, and potential customers. During the three phases, more than 300 companies were contacted and 59 qualitative interviews were conducted. Moreover, more than 2,400 potential customers were

identified; the client was provided with full contact information for each one.

Results

Within seven distinct industries, 25 specific submarkets were analyzed based on the material used, the thickness of the material, the current cutting method, the potential for the developed power tool, as well as the submarket's outlook. As a result of the extensive market evaluation, four markets that show potential for the newly developed tool were identified and presented to the client. Two additional markets were assessed that show potential for such a power tool with a higher cutting thickness capacity.

Specific recommendations regarding the pricing strategy, distribution channels, and promotional strategy were made to assist the company in successfully entering the U.S. market with this new tool. The recommendations are based on the qualitative and quantitative research conducted as well as the resources available to TRUMPF.

www.fhsg.ch/praxisprojekte

		Phase I	Phase II	Phase III			
Secondary	Industry Databases Websites News Sources						
	Industry Experts			Potential Customers			
Interviews	Scholars	Medicine Sports & Recreation Marine Construction Pipe & Tank Aerospace Transportation Energy	Marine	Medicine	Aerospace	Transportation	
			Yachts & Speed Boats Large Ship Manufacturers	Large Prosthetics and Orthotics Small Prosthetics and Orthotics	Helicopters (Small) Small Airplane Manufacturers Airplane Interior Big Airplane Manufacturer	Body Kits Recreation Vehicles Trains NASCAR/ IndyCar Truck Panels	
			Construction	Sports & Recreation		Energy	
			Roofing Decking Siding Fencing Bath Pools	Helmets Shin Guards Ski Cycling	Pipe & Tank	Wind Turbines	
TRUMPF Employees		Distributors		Potential Distributors			Competitors
Field Test Customers		Company Experts					

Research Phases.

Source: own illustration.



USA (JUSP) CONSULTING PROJECT Market Research & Management Design 2017

Project team (f. l. t. r.)

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Client

TRUMPF Grösch AG, Grösch

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Right from the start, we were very impressed by the project team's professional conduct and structured way of working. Within a very short time, they worked out the expertise needed to deal with the challenging task. The results form an excellent basis for a successful product launch in the U.S. market.

FHS-Coach

Prof. Dr. Franziska Weis



RMU-Coach

Jill K. Maher, Ph.D.



We were deeply impressed with how our team executed this market analysis for a newly developed handheld power tool. They showed extraordinary engagement in conducting 59 interviews overall with 7 different target groups to be able to provide well thought- through and comprehensible recommendations for entering the U.S. market.