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University of Applied Sciences of Eastern Switzerland



Consulting Project Europe+
Market Research for Schenker Storen AG

Sales Strategy for Schenker Blinds in China

Schenker Storen AG is a Swiss company that produces various types of blinds for the sun and weather protecting market. Since Schenker has built a production facility in China, the project group was asked to conduct a market research and propose a sales strategy in order to increase Schenker's revenues in China.

Schenker Storen AG

Schenker Storen was founded in 1881 and has had sustainable success for around 135 years. Today the company is known as a leading producer and distributor of high-quality and environmentally friendly products in Switzerland, Germany, France and other European countries. At the beginning of 2017, Schenker started to enter the Chinese market: a production facility was built where Schenker blinds are produced and distributed exclusively for the Chinese market.

Proceeding

Firstly, a qualitative, semi-structured questionnaire was prepared. Since only one member of the project team was Chinese, the project team asked Chinese students to conduct interviews with future business and private customers. Secondly, additional information about the Chinese blinds market and its future was gathered online. As a third

step, information from the interviews and the secondary online-research was brought together and evaluated. Finally, the project team proposed a sales strategy to penetrate the Chinese blinds market.

Results

Schenker blinds are seen as the best-quality products in China too. However, Schenker's relatively high price compared to other brands is not competitive. Other foreign producers of blinds, but mainly Chinese brands, market their products at a very low price. Additionally, governmental policies which enforce energy-friendly building structures, including outdoor blinds, have not been passed yet. In order to improve Schenker's situation in China, relationships with business customers and retailers must be fostered and the awareness of blinds must be increased.

www.fhsg.ch/praxisprojekte



Project steps.

Source: own illustration.

EUROPA+ CONSULTING PROJECT

Market Research & Management Design 2018

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

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Client

Schenker Storen AG, Schönenwerd

Helmut Jehle, CEO

www.storen.ch



It was quite interesting to work together with an international team: different personalities and culture, various ideas. It was quite satisfying that the strategy of

Schenker, to enter the Chinese market, has been confirmed in most items by the team of FHS. Furthermore new ideas came up which will be considered by Schenker additionally.

Coach

FHS St.Gallen

Roger Martin, M.A.



Doing market-research in a country where you do not speak the language nor able to read is a very challenging assignment. The team hired for that purpose Chinese students and coordinated their action. Despite the circumstances the team could gather essential information and propose adequate measures to the client to enter the Chinese market.