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University of Applied Sciences of Eastern Switzerland

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ZIEMANN

Consulting Project USA Market Research
for Mibelle Group

Profound market-entry strategy for the U.S. personal care market in 2020

The Mibelle Group requested an examination of the market situation for a potential market entry into the U.S. personal care market in 2020. Thus, based on four months of research about potential markets, consumer trends, legal regulations as well as competition and distribution, the project team gathered market data and based upon this made a recommendation for a market entry strategy.

Mibelle Group

Mibelle Group functions as a leading European private label manufacturer for its business units Home Care, Nutrition, and Personal Care and consists of a Biochemistry unit for active ingredients. With sales of EUR 438.5 million, Mibelle Group is a full-service brand manufacturer with the latest trends and technologies that introduces about 700 new personal care products each year. Mibelle Group's personal care competencies lie in facial, men's, body, hair, baby and child, and sun care products.

Proceeding

The research methodology included a market potential analysis for six different personal care categories. After deciding on the most promising personal care categories, market research analysis for women's facial care and men's personal care was executed. Therefore, primary data was collected through a quantitative online survey completed by 272 potential consumers, 34 face-to-face consumer interviews as well as six interviews with experts including industry brokers, private labels and channel experts. Moreover, observational in-

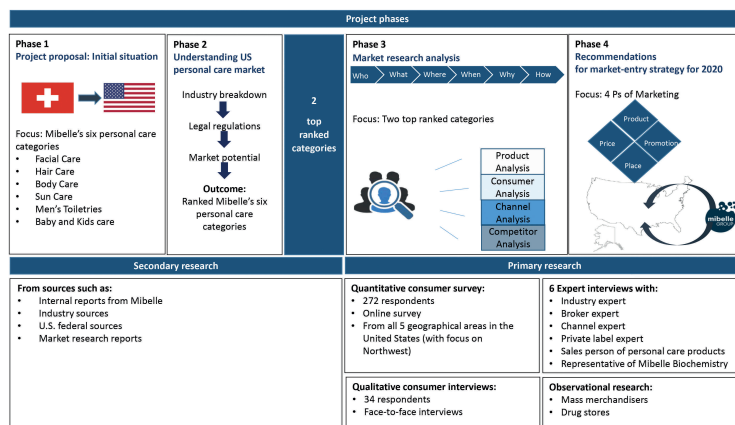
store research in major U.S. retailers was conducted.

Results

After six personal care categories were analyzed, market research for the women's facial care market revealed the most promising potential. Conversely, U.S. mature women displayed a need for facial cleansers and moisturizers, had specific facial needs as well as desires for certain product scents, textures and packages. Moreover, it was recommended to opt for a branded approach as well as to consider the required legal regulations (FDA). A joint-venture was suggested for the operation mode.

A marketing plan regarding the product, place, price and promotion was developed to assist Mibelle in successfully entering the U.S. market with a brand consisting of three facial care products to target mature women. The recommendations are based on data collected by qualitative, quantitative as well as observational research.

www.fhsg.ch/praxisprojekte



Project Methodology.

Source: own illustration.

USA (JUSP) CONSULTING PROJECT Market Research & Management Design 2018

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

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Sandra Dragone, Key Account Manager

International Sales

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Even after four intense months of research work, the students went another extra mile for us in presenting their conclusions in a very creative way. Now it is our turn to dive into their data and review critically if we can work with it to further investigate possible approaches for the entry into the US.

FHS-Coach

Prof. Dr. Franziska Weis



RMU-Coach

Jill K. Maher, Ph.D.



We are deeply impressed by the team's elaborated and thorough market analysis which led to a comprehensive marketing plan with a unique team developed brand name and advertisements. They demonstrated outstanding creativity matched with salient analytical skills to drive to meaningful recommendations for market entry.