WTT YOUNG LEADER AWARD qualified

University of Applied Sciences of Eastern Switzerland

Consulting Project International Market Research for Mifa AG

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Market and Competitor analysis of the Home Care sector in Western Europe

Mifa AG is a producer of private label and branded products in the Home Care market based in Switzerland. They belong to the Mibelle Group and recently launched their first own brand, called Wingo. Since their last competitor analysis was carried out in 2014, Mifa AG wanted more up-to-date knowledge about the current market and competitor situation.

Mifa AG

The Mifa AG, founded in 1933, produces Home Care products. The products can be categorized into the three main segments surface care, dishwashing and laundry care. Their products are produced in Frenkendorf, Switzerland. The Mifa AG belongs to the Mibelle Group which is part of M-Industry. The Mibelle Group is currently the third-ranked private label manufacturer in the European Market and has around 1'200 employees. They export to over fifty countries worldwide.

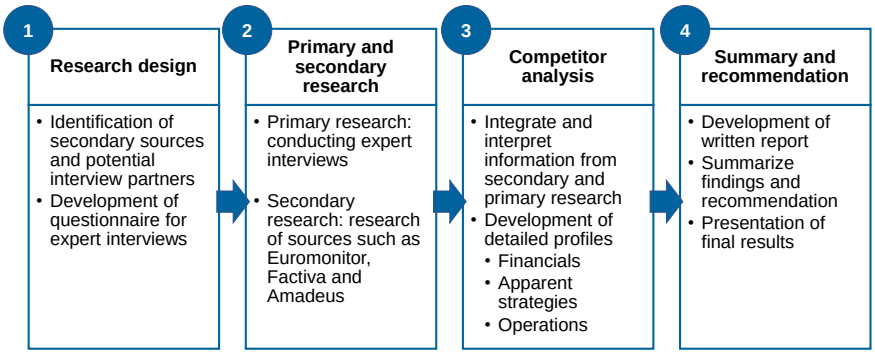
Proceeding

The group conducted a market analysis for Western Europe and a competitor analysis. Both were divided into a secondary and a primary research. For the market, around 80 sources and for the competitors around 130 secondary sources were utilized. Additionally, interviews with 10 experts from the market, as well as the competitors were conducted. Thereafter, detailed company and market profiles based upon the findings were created.

Results

A market analysis for 12 countries, as well as an analysis for the Western European market overall, and 14 competitors within Western Europe was conducted. The analyzed time span was from 2014 until 2017. For the countries, the analysis included the compound annual growth rate (CAGR) within this period, for the leading companies, the development of the different subcategories and trends. For the competitors, the analysis concerned their financial data, their development, their strategy and their operations. Based on the findings, the group made recommendations regarding the market and the most conspicuous competitors.

www.fhsg.ch/praxisprojekte



Approach
Source: own illustration

FHS St.Gallen
University of Applied Sciences

CONSULTING PROJECT INTERNATIONAL
Market Research & Management Design 2019

Client

Mifa AG, Frenkendorf
Jérémie Roll, Key Account Manager
www.mibellegroup.com

One of the Mibelle Group's core missions is to promote innovation in order to anticipate future customer needs. Our development depends on continuous learning and understanding of our environment. Thanks to their research and involvement, the project team helped us to identify future business opportunities.

Coach

FHS St.Gallen
Prof. Dr. Benjamin von Walter

Before giving this job to our students, the customer had asked a renowned consulting firm to conduct the analysis. Our students delivered a high-quality analysis of similar breadth and depth. This shows how professional our students are.