



University of Applied Sciences of Eastern Switzerland



Consulting Project USA Market Research for REGLOPLAS AG

Project Team (f. l. t. r.) in front Tenzintseten Deckeykhangsar, FHS St.Gallen, Switzerland; **Edward Thomas**, Robert Morris University, USA, Project Coordinator USA; **Oliver Krieg**, FHS St.Gallen, Switzerland, Project Coordinator Switzerland; **behind** **Sierra Meyer**, Robert Morris University, USA; **Stefan Roderer**, FHS St.Gallen, Switzerland; **Julie Benish**, Robert Morris University, USA

Conquering an Evolving Market: Analysis of the U.S. Die Casting Industry

Unsatisfactory sales figures and an unknown market share led Regloplas AG to desire a greater understanding of the U.S. die casting industry. Four months of market research provided insights into industry and temperature control unit trends, brand image, and competitors. The findings served as a basis for recommendations in this foreign market.

Proceeding

Primary research resulted in 18 quantitative surveys and 42 qualitative interviews. This result was achieved by contacting relevant people from the die casting industry on different channels: Email, telephone and social media. Additional observational research was performed through two company visits that were located near the Regloplas U.S. headquarters. These visits were integral in developing an understanding of the manufacturing process and Regloplas's impact. Primary data collection was vital in developing an in-depth understanding of the trends and customer preferences.

Results

Market analysis in die casting showed great potential for Regloplas AG. However, the current brand awareness and market share are low. Research showed that end users require more

active after-sales service. Generally, TCU suppliers have less recognition than original equipment manufacturers (OEM), making OEM collaboration a great opportunity.

A set of recommendations was developed based on these results. A revised marketing strategy will aid in improving the brand image. An OEM contract checklist was created as a guide to aid in effectively selling TCUs along with die cast machines. Maintenance contracts ensure continuous after-sales relationships with end users. Last but not least, Regloplas should hire a sales manager to provide them with more control over the sales process. The necessary qualifications for this position were compiled, along with channels to advertise.

www.fhsg.ch/praxisprojekte

Regloplas AG

Regloplas AG has a rich history as a supplier of temperature control units (TCU) for manufacturing industries. They provide exceptional quality across the globe. The units range in temperature from 90°C to 350°C and function with either water or oil. Regloplas AG offers 38 different temperature control models for customers and pride themselves on advanced technology and Swiss quality that is prevalent throughout the products.

Client

Regloplas AG, St.Gallen

Christian Eckert, Managing Director

www.regloplas.com



Regloplas AG is very impressed about the professional cooperation and results of this market analysis. We would like to thank the team from RMU

and FHS for an excellent job. We will execute some of the recommendations to improve the brand awareness and market share.

FHS coach

Prof. Dr. Wilfried Lux





RMU coach

Daria C. Crawley, Ph.D.



«Consistence pays off» – this particularly proved true in this project. The team tried hard and succeeded in getting enough responses from primary research. This enabled them to get a better understanding of the die casting market and to deliver highly qualified recommendations to the customer in order for him to improve sales.

Project Phases		
Phase 1: Project Proposal  Regloplas AG wants a better understanding of an evolving US die casting market Focus: Analyzing 5 different areas: <ul style="list-style-type: none"> Raw material trends Effect of company size Product technologies Industry hotspots Competition 	Phase 2: Market Analysis on five areas: Customers, Company, Competitors, Collaborators and Context (Environment) <ul style="list-style-type: none"> Preliminary interviews to set up surveys Cold calling NADCA Database Sending out survey link and collect data Reaching out to survey respondents and die casting experts on LinkedIn Doing qualitative interviews 	Phase 3: Recommendations 4 primary Recommendations to improve: <ul style="list-style-type: none"> Brand awareness Relationship with customers Relationship with key collaborators (OEM) After-sales services Focus: Improving brand awareness 
Primary Research		Secondary Research
Quantitative: <ul style="list-style-type: none"> 18 respondents (out of 468) Online survey Die cast technician TCU operator in the die casting industry Only U.S. respondents 	Qualitative: <ul style="list-style-type: none"> 6 Regloplas sales representatives 5 Swiss die casting experts 31 U.S. die casters Total: 42 out of 429 	Sources: <ul style="list-style-type: none"> North American Die Casting Association (NADCA) database NADCA reports Internal documents / research U.S. federal sources Market research reports
Observation: <ul style="list-style-type: none"> U.S. headquarter visit (travel to St. Joseph, Michigan USA) 2 client manufacturing plant visits (in Michigan) 		

Project Methodology
 Source: own illustration