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University of Applied Sciences of Eastern Switzerland



Consulting Project International Management Design for Herrmann AG

Project Team (f. l. t. r.) in front Colin Gyax, FHS St.Gallen, Switzerland; **behind** Anna Vlaskova, Financial University under Government of RF, Russia; Ramon Keller, FHS St.Gallen, Switzerland; Tansu Aksoy, FHS St.Gallen, Switzerland, Project Leader; Noora Munkki, Laurea University of Applied Sciences, Finland (not on the photo); Santiago Velasco Guzman, Anahuac Mayab University, Mexico (not on the photo)

Identifying New Customers and Building up a Sales Strategy

Herrmann AG is facing a competitive international B2B market situation. The aim of the project was to provide means to attract new, potential customers and suggest relevant trade fairs for the company to attend. Furthermore, a thorough sales strategy has been developed to raise brand awareness and increase international sales.

Proceeding

The first phase of this project involved the analysis of the initial situation and the project goals. Once the goals were set, market research in ten geographical markets was conducted. The market research involved three different approaches: (1) identifying potential customers, (2) prioritizing interesting fairs and (3) analyzing B2B sales strategy possibilities for Herrmann AG. In order to achieve the market research goals, qualitative interviews were conducted with (1) pharmaceutical and packaging companies, (2) fairs representatives and (3) B2B sales experts. Finally, a promising B2B sales strategy with concrete individual measures was created by integrating further secondary sources.

Results

Based on the interviews conducted and on information gathered through secondary research, five most promising customers for Herrmann AG were identified. The most relevant aspect regarding the evaluation of their impor-

tance was the estimated interest and demand for Herrmann AG's products. Furthermore, six most promising trade fairs were evaluated out of a list of 46 potential exhibitions in the determined countries. Relevant criteria for the ranking of the trade fairs were among others the significance for Herrmann AG and an estimated number of leads. As a third project goal, a promising sales strategy was developed. It combines aspects about raising brand awareness (through PR and website optimization), building a network for staying in touch with customers (CRM and Social CRM) and improving Herrmann AG's direct sales strategy internationally (fair attendance plan and intermediaries).

www.fhsg.ch/praxisprojekte

Herrmann AG, Walzenhausen

As a producer of standardized and customized closure systems, Herrmann AG offers solutions for companies from the pharmaceutical, cosmetics, and other industries. With their in-house injection mould production, the company has gained an international reputation for high quality products and reliability. Producing over 700M parts a year, Herrmann AG is a leading global supplier.

Client

Herrmann AG, Walzenhausen

Thomas Baselgia, Managing Director,
Member Board of Directors

www.herrmann.ag



During the course of this project, we were optimistic that the report would provide us with a useful approach and ideas as how to develop our strategic direction. The group identified the tasks, goals and challenges, and targeted them in a clear manner.

Coach

FHS St.Gallen

Dr. Ronald Ivancic



Despite the difficult Corona situation, the stubborn group succeeded in identifying customers and trade fairs relevant for the client. The developed sales strategy includes realistic short- to middle-term measures grouped by relevant strategic goals (brand awareness, Customer Relationship Management, international sales) that can be implemented by the client and have concrete potential for success.



Potential customers, interesting trade fairs and sales strategy measures

Source: own illustration