



JCSP Joint Chinese Swiss Program Market Research for WOLF HVAC

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Improving the air in China – A market analysis for air handling units

WOLF HVAC sells wall-mounted boilers. To focus more strongly on market penetration and the acquisition activities in the Chinese market, WOLF HVAC had entered the Chinese air-handling units (AHU) market in 2019. The main question arising is which AHU product type for which segment is feasible in the future and how WOLF HVAC shall enter this segment.

Proceeding

First, the actual situation of WOLF HVAC was analyzed with the Business Model Canvas combined with the 5 C's of Dolan's Model. Then, the project team conducted market research for AHU. Therefore, an online survey was run with the agents of WOLF HVAC, and interviews were conducted with different target groups to find the market demands of AHU. With the use of a cost-benefit analysis, the three chosen industries (Painting, Swimming Pool & Spa, and Single Office Building) were evaluated. The ranking provided the project team with the segment recommendation for which an entry strategy was written.

Results

The market research has provided the following findings:

German brands are preferred because of the reliable and stable quality, technical innovations, and the trustworthiness of the brand. Lead time should be within 7 – 30 days. Customization is demanded because of the different market needs and functionalities of an AHU. In this context, quality and technical aspects were considered the most important factors when looking for AHU and ranked with a median of 3.5. The fac-

tors brand, price, service, and warranty were assessed with a median of 3 (important). Moreover, energy conservation plays an essential role in all industries. The general opinion of heat recovery is positive because energy and financial capital can be saved. Customer service is crucial and needs to be reliable, in-time, professional, and responsive. The project team recommends the painting industry due to the promising market potential and the fact that WOLF provides next to AL-KO the ATEX technology.

www.fhsg.ch/praxisprojekte

WOLF HVAC Systems

WOLF HVAC Systems (Shanghai) Co. Ltd. is the Chinese subsidiary of WOLF GmbH with headquarters in Mainburg, DE. WOLF GmbH entered the Chinese market in 2004 with the product segment of the wall-mounted boilers. The distribution was first handled with a distributor before the subsidiary was founded in 2016 in Shanghai. The parent company of WOLF "Centrotec" has built a production site in Jiaxing, where first wall-mounted boilers and then AHU shall be produced.

Client

WOLF HVAC Systems (Shanghai) Co. Ltd.

Gerry Lv, Managing Director

www.wolf-heiztechnik.com.cn



Given the challenges of the pandemic, both the project approach and the results differed slightly from what had originally been envisaged. In the end, we received a remarkably well-done market report. This did not only cover our customers and agents but also highlighted our major competitors as well as an analysis of purchasing professionals' subjective considerations when making AHU decisions.

FHS coach

Prof. Dr. Wilfried Lux

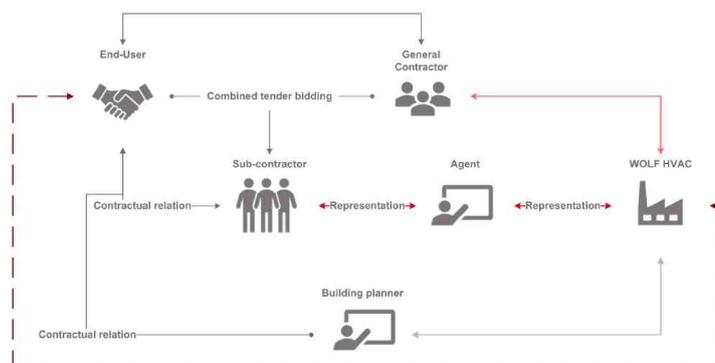


SHU coach

Dr. Heidi Hui Yan



The team worked very hard to get to know a new business for air handling units and conducted market research in China under difficult conditions. The numerous results and recommendations are very helpful and applicable for the customer.



Customer relationship of WOLF HVAC
 Source: own illustration