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Consulting Project International Market Research
for Bauwerk Group

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Market Potential Analysis and Sales Strategy for re-manufactured floors in selected countries

Today's parquet market is becoming a more challenging environment due to worldwide competition. In order to stay relevant and to follow a sustainable company mission, innovative solutions, such as the re-use of parquet floors, are required.

Proceeding

A new sustainable process called re-manufactured parquet, which is a recycling process, is planned to be introduced in five selected countries. The attractiveness in the target countries Switzerland, Germany, Austria, Italy and Norway had to be analysed based on a combination of primary and secondary research. For the primary research, the project team conducted twelve interviews with industry experts and created an online survey for B2B and B2C customers that reached over 200 participants in total. The interviews were conducted via phone calls, email communication or in person.

Results

Based on the results of the research, the project team analysed each of the target countries, and created an overview which included general economic data and outlined possible future developments. Additionally, the insights were condensed into 13 key findings that summarize the most valuable information collected. In a further step, the team created a business model for the re-manufactured parquet that included the value proposition, the way to the income, the customer profile and the way to maintain company value. Where possible, the aspects of the business model were rated on the suitability for the different target markets.

www.ost.ch/praxisprojekte-wi

Bauwerk Group, St.Margrethen SG

The Bauwerk Group is one of the leading companies in the European parquet industry. The group consists of a merger between the two companies Bauwerk AG and Boen AS. Bauwerk Group employs around 1700 people and is active in over 50 countries. Their unique strengths are their top-notch quality, the sustainable way of doing business and the wide range of innovative designs.



Client

Bauwerk Group, St.Margrethen SG
Christian Steiner, Director Group Total Quality Management
www.bauwerk-group.com

The student's ability to manage the project in times of COVID-19 was outstanding. The conducted market research, underpinned by a professional data-based analysis, led to an excellent groundwork for ongoing business development projects at Bauwerk Group. The output truly excelled the company's expectations, considering the narrow time scope of the project.



Coach

OST, Campus St.Gallen
Mathias Kleiner, MBA

The project team showed a solution-oriented approach and gained insight information about a very specific market with expert interviews, a (potential) client survey and desk research. At the final presentation, the team convinced the audience with a second-to-none presentation and discussion round. The satisfaction of the client was the most valuable compliment.



Likelihood to buy a re-manufactured parquet floor in target countries
Source: own illustration