



WTT
YOUNG
LEADER
AWARD

Consulting Project International Management Design
for Swifiss AG

Project team Nico Stacher, OST - Eastern Switzerland University of Applied Sciences, Switzerland, Project Leader; Elise Sivo, BBA INSEEC Lyon, France; Keyi Zhang, Jiangxi University of Finance and Economics, China; Xueling Geng, Jiangxi University of Finance and Economics, China; Silvan Widmer, OST - Eastern Switzerland University of Applied Sciences, Switzerland; Martina Weigelt, OST - Eastern Switzerland University of Applied Sciences, Switzerland

The individualised difference – Distinctive marketing concept focusing on sales

Swifiss AG and Parsenn Produkte AG joined forces to create a new line of luxury face-care products. With this line, the cooperation aims to enter markets in the DACH region, China, United Arab Emirates and Japan. Therefore, specific market information is necessary, as well as a sales concept including concrete but unusual selling points.

Proceeding

To meet the project goals the project team has defined three different target groups.

1. Potential Customers
2. Marketing and Sales experts
3. Potential sales partners

For target groups 1 and 2, qualitative interviews were conducted, whereas target group 3 was contacted with an online survey via e-mail.

Thus the needs and preferences of potential customers could be determined and interesting sales hotspots could be identified. With the results of the primary research combined with secondary research, a rough marketing concept was developed.

Results

The target markets and industries were analysed by a PESTEL analysis and customer surveys. Information showed that customers in all regions use moisturizer, tonic, cleanser and eye cream. Based on the results of the primary research, a customer-oriented marketing concept was developed. It consists of: positioning, products, packaging, pricing, communication and distribution.

The project group has defined the following sales hotspots within the targeted regions.:

- DACH: Berlin, Vienna and Zurich
- Japan: Tokyo, Osaka and Nagoya
- UAE: Dubai, Abu Dhabi and Doha
- China: Shanghai, Tianjin, Chengdu

Potential sales partners include luxury hotels, resorts and spas, as well as stores of renowned Swiss companies. Out of 200 shops contacted, Swifiss was recommended two specific, promising sales partners per city mentioned above.

For the next steps, the team recommends to follow a two-pronged strategy which is illustrated in the graph. The strategy suggestion is to build up brand awareness while developing and producing the product line, in order to effectively and efficiently negotiate with potential sales partners.

www.ost.ch/praxisprojekte-wi

Swifiss AG, Urnäsch

Swifiss is the top address for premium cosmetics. The assortment includes versatile face-, body- and haircare products on the latest state of innovation and industry trends. Swifiss uses only raw materials from sustainable sources and avoids critical ingredients. To support local partners and suppliers Swifiss maintains intense local relations. The packaging solution as well as the energy supply is environmentally friendly.



Client

Swifiss AG, Urnäsch
Philipp Untersander, CEO /
Member of Board
www.swifiss.ch

Our collaboration with an international project team from OST - Eastern Switzerland University of Applied Sciences helped us to understand the complexity of the cosmetic market in the defined regions. Thanks to commitment of the students and profound research, we are able to implement an efficient marketing concept which applies to all defined regions and received a good guideline for our future planning.



Coach

OST Campus St.Gallen
Dr. Ronald Ivancic

The consulting team succeeded in preparing a well-founded analysis of the four markets DACH, United Arab Emirates, China, and Japan, taking into account specifics of the cosmetics market as well as customer needs and preferences. Based on the analyses, a target-oriented marketing and sales concept was developed, and promising, partly unusual points of sales were identified.

