



**WTT
YOUNG
LEADER
AWARD**

pre-nominated

Consulting Project International
Market Research
for KEMARO AG



Silvan Spescha
OST – Eastern Switzerland
University of Applied Sciences,
Switzerland



Léna Caubel
BBA INSEEC Bordeaux, France



Nevena Petrovic
OST – Eastern Switzerland
University of Applied Sciences,
Switzerland



Franziska Simon
FH Kufstein Tirol, Austria



Deborah Toldo
OST – Eastern Switzerland
University of Applied Sciences,
Switzerland

Market Analysis for Industrial Sweeper

In 2016, the company KEMARO AG initiated the development of the world's first autonomous dry-cleaning robot for industrial use. At present, KEMARO AG considers developing a narrower and lower-priced robot, the K-600. To bring the K-600 adequately to the market, a market analysis was carried out by the project team.

Proceeding

The project team applied a multi-level mixed method, consisting of different qualitative research methods. In the first, open phase, the project team conducted secondary research as well as expert and customer interviews. Based on the findings of the first, open phase, the project team compiled a shortlist of promising industries. In a second, profound phase, the project team carried out a workshop with KEMARO AG. In the form of qualitative focus groups and in-depth group discussions, the initial industry shortlist was revised. Following the workshop, selected representatives of the revised industry shortlist were interviewed within the framework of in-depth interviews. Based on the key findings of the market research, recommendations were submitted to KEMARO AG regarding the potential development of the K-600.

Results

Based on the expert interviews, interviews with potential customers and in-depth interviews, the project team derived a rough estimate for the potential market-entry of the K-600. Thereby, market-country combinations were assessed with a recommendation towards 'Go' (enter) or 'No-Go' (do not enter). Subsequently, the student team developed an analysis based on the 4Ps to provide a comprehensive overview of the potential price, location, product, and promotion of the K-600. The project team then derived four strategic options, each including a specific opportunity/risk matrix. While the first strategic option relates to the development of the K-600 along the 4Ps, the remaining strategic options focus on KEMARO AG in general.

Ultimately, the project team compiled a final statement, whereby proposals regarding the future strategic orientation of KEMARO AG were addressed.

ost.ch/praxisprojekte-wi

KEMARO AG, Eschlikon TG

With the K-800, the Swiss company KEMARO AG brought the world's first autonomous dry-cleaning robot for industrial use onto the market, followed by the K-900 in 2020. In the same year, new sales and distribution partners for the DACH region were acquired, enabling KEMARO AG to establish an international reputation as a developer and producer of autonomous industrial robotics.



Client

KEMARO AG, Eschlikon TG
Martin Gadiant, Co-Founder
www.kemaro.ch

The team gained a deep insight into our company in a very short time. They not only answered the initial question, but also thought about what would be the best strategy for KEMARO in general. More strategic options were elaborated, which was definitely more than we expected. Thanks to their input, we are now in a position to decide with facts.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Prof. Dr. Stefan Nertinger

The project team used a mixed-methods approach for analyzing and assessing the market circumstances and requirements of a Robotech start-up. Based on this profound understanding, the team was able to deliver both: a clear recommendation regarding the broadening of the product range as well as a strategic impetus for further business development.

