



Consulting Project International
Market Research **for PrintPlus AG**



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Analysis of the Graphic Arts Industry in the Netherlands

Printplus AG is the market leader in developing business management software for the graphic arts industry in Switzerland. The company is interested to expand and the Netherlands are a country with potential. The aim of this project is to conduct market research to develop a recommendation on the potential to enter the Dutch market.

Proceeding

To conduct market research the team underwent four phases. In the first phase, the current situation was assessed. Then the team sent out an online questionnaire to potential clients to find out their preferences regarding their software. In addition, phone interviews were conducted with industry experts and some of the potential printing companies to gain a deeper understanding of the market situation. In the third phase, the team compiled and analyzed data from the whole research. And in the final phase, recommendations regarding a market entry in the Netherlands were made.

Results

The results gathered from the survey, interviews and secondary sources highlighted both positive and negative factors for Printplus AG to enter the Dutch market. The most important five were chosen and elaborated with the client. These factors were the most relevant ones to the potential clients surveyed and interviewed. Moreover, they were also emphasized by the printing industry and market entry experts. When the client agreed on the findings, an action plan was developed by the project team. In this action plan, the possible next steps are described to increase the potential for market entry. Next, Printplus AG has to decide on whether to enter the Dutch software market or not. The team hopes that the findings, recommendations and action plan will increase the chance to reach the most promising solution.

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PrintPlus AG, Kriessern

With headquarters in Kriessern, Switzerland, Printplus AG develops future-oriented all-in-one software for the graphic arts industry. The company has three products: Printplus DRUCK, Printplus DRUCK X and Printplus VERLAG. The company has grown significantly and now serves over 400 customers with more than 6,000 users in Switzerland, Liechtenstein, Austria and Germany. The company's future goal is to expand further.



Client

PrintPlus AG, Kriessern
Alex Sturzenegger, CEO
www.printplus.ch

Printplus is a small company which is heavily focused on its well-known German-speaking market. Our limited resources are not sufficient to assess opportunities and risks of entering new markets outside the DACH region. The project team has provided a well-founded and extensive market analysis. We can use their clearly structured findings and recommendations directly for our future strategy.



Coach

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Throughout the project, the team developed a good spirit and managed to reach the ambitious goals. They gained insight information about a very specific market with expert interviews, a quantitative survey and desk research. The team was able to provide valuable information to the customer and to make clear statements about a market entry strategy. The satisfaction of the client was the most valuable compliment.

