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Consulting Project International
Market Research
for Wälli AG Ingenieure Arbon

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Market Analysis for Vibration Measurement Devices

While working with existing vibration measurement devices, it was experienced that they have much potential to be improved. Hence, Wälli AG Ingenieure aims at developing an optimized device and bringing it to the market. The objective of this project was to conduct market researches in Switzerland, the DALI region and Europe.

Proceeding

A quantitative approach was applied to properly analyse the purchasing and switching intentions of potential customers in the market. For that, an online survey was sent out via e-mail to 330 companies in total. In the end, 31 completed surveys and additionally 11 partial responses were achieved.

To find out more about current trends and the market size, qualitative research was carried out. Therefore, interviews were conducted with competitors in the field of vibration measurement devices. Additionally, experts answered the questions through an online survey.

Results

The research showed that most potential clients are very satisfied with their current provider and have no intention of switching. The potential customers also identified the two most important factors when considering a new supplier to be the relationship with the supplier and the ease of configuration. Furthermore, it was found that most prefer purchasing over renting the devices.

In addition, the research identified the 5G network, user-friendliness, and energy supply independence as opportunities. The threats are a saturated market, the unwillingness to change suppliers and the high costs of development.

Based on the research and an utility analysis, joint development was determined to be the most effective strategy for a market entry. This strategy allows Wälli AG to leverage the partner's resources in product development while also benefiting the partner due to Wälli's extensive knowledge of the Swiss market, which would allow the partner to gain a foothold.

ost.ch/praxisprojekte-wi

Wälli AG Ingenieure, Arbon

Wälli AG Ingenieure was founded in 1949. Today, the company is a full-service provider with 14 locations spread throughout the german-speaking part of Switzerland. Wälli AG Ingenieure provides professional services for each phase every infrastructure project goes through, which are mainly supported by the fields of civil engineering, structural engineering, and geoinformatics.



Client

Wälli AG Ingenieure, Arbon
Christof Rupper, Member of the Executive Board / Board of Directors
www.waelli.ch

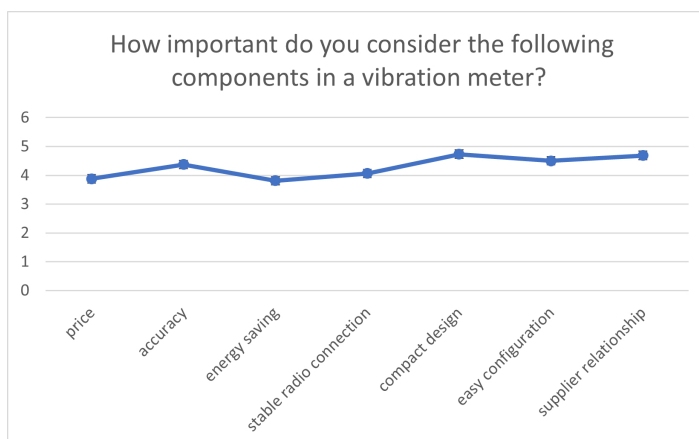
The collaboration with the project team was extremely inspiring. We are positively surprised by the structured approach, the consistent pursuit of the project goals and the quality of the final report. Now it is up to us to analyze the recommendations and follow them up. Many thanks to the entire project team for the exciting exchange and the professional project management.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Dr. Ronald Ivancic

The team has managed to quickly familiarize itself with the complex field of vibration measurement. Challenges in market researches were met well and contradictions were questioned in a goal-oriented manner. This provided the client with a sound basis for upcoming management decisions and the recommendation for a clear strategic direction.



Important factors
Source: own illustration