

Potential Customers for international consulting projects

Consulting Project International Market Research for FHS St.Gallen



qualified



Potential Customers for international consulting projects

The project consisted of five students from five different countries. The team verified the number of international small and mid-sized enterprises (SME) and looked for SME in Eastern Switzerland with international ambitions.

In addition, the team created an Excel tool with information about potential customers for CPIM and JMCFE projects, which are market research or management design modules for business administration students.

Knowledge Transfer Unit WTT-FHS

WTT is the knowledge transfer unit at FHS St.Gallen, University of Applied Sciences. WTT offers companies and public institutions business analyses, market research and management design. All FHS students in the Bachelor of Science in Business Administration conduct such consulting projects. WTT provides three international projects which can consist of market research and/or management design. One of the projects, CPIM, mainly targets European markets, JMCFE focuses on the American Market and the CPCN project investigates the Chinese Market.

Proceeding

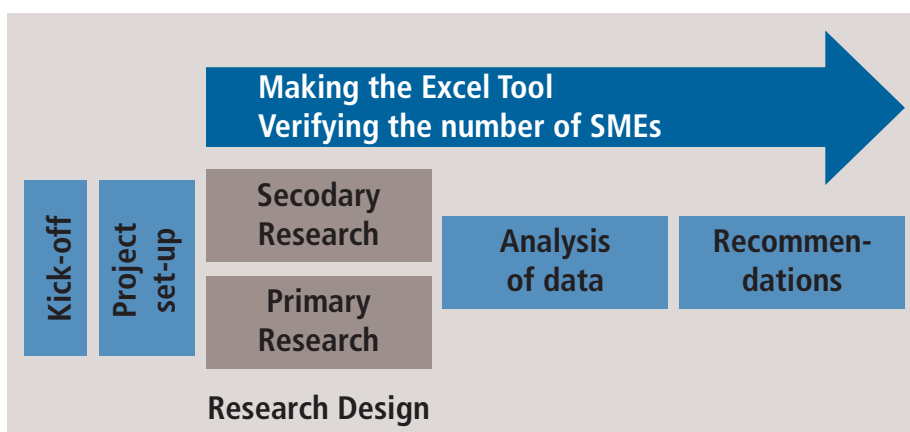
To achieve the first goal, the team conducted secondary research and used sources such as the Federal Office of Statistics, the SNB or a survey by Commerzbank.

To find potential customers for JMCFE, a yearbook from the Swiss American Chamber of Commerce was used. Moreover, to find potential customers for CPIM, the team used webpages such as Swiss Top Firmen and other databases to create an Excel tool with 1,000 companies including general information about them. Finally, the information was cross checked with the WTT customer databases.

Results

The team discovered that, currently, there are 3,515 small to medium-sized companies in Eastern Switzerland. Calculations reveal that approximately 1,116 of these are interested in expanding abroad.

The team found 1,000 potential customer companies willing to expand their business to international markets. The team picked 200 companies out of 1,000, which could be potential customers for WTT. 150 could be willing to expand to European markets and 50 to the US market. The team recommends focusing on the service sector, especially the bank sector and companies willing to expand to the German market.



CONSULTING PROJECT INTERNATIONAL

Market Research 2015

Project Team (f. l. t. r.)

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Client

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The team made a very big effort to collect the information about potential new customers from different sources. We, as a project client, received a structured list with good information to base our future acquisition strategy on. The project results were presented very professionally. Thank you very much.

Coach

FHS St.Gallen
[Dr. Christa Uehlinger](#)



The team faced different challenges throughout the project, but finally succeeded in elaborating an interesting Excel tool to help the client find potential customers as well as obtain valuable recommendations.