

Market Research and Entrance Strategy for Blinds in Norway, Sweden and Finland

Consulting Project International Market Research for Schenker Storen AG



qualified



Market Research and Entrance Strategy for Blinds in Norway, Sweden and Finland

Schenker Storen AG produces and sells unique, high-quality blinds and shutters. Schenker Storen AG is active in several countries outside of Switzerland, although they currently have no direct contact with Norway, Sweden or Finland. The aim of the project is to give a complete overview with concrete recommendations for each target market.

Schenker Storen AG

Schenker Storen AG was founded in 1881 and today is known as the leading producer of blinds in the sun and weather protecting market in Switzerland. Schenker Storen produces their blinds in Schönenwerd in Switzerland and in Thanvillé in France. Schenker Storen runs 37 stores all over Switzerland, offering a wide range of sophisticated, high-quality products to ensure that customers' needs are fulfilled. Currently, Schenker Storen AG employs more than 750 employees and 40 trainees.

Proceeding

Before the initial research process, the team acquired a thorough understanding of the company's business model and current practices. Then, a detailed evaluation of each target country was made prior to conducting interviews in each country. Characteristics of the target group for the subsequent interviews were set in conjunction with the client, along with the content of the questionnaires. In total, twelve interviews in addition to two market reports enabled the team to analyse and develop recommendations for each target market.

Results

The analysis of the completed interviews, acquired market reports and evaluations of each target country enabled the team to view each target market from several perspectives. From this information, the team could clearly see the characteristics of each target market. The final conclusion for each country was based on information regarding the house building process, characteristics of retailers, distributors, customers, products and product features, the current and future state of the blinds market, competitors, potential business partners and challenges in each target country.

The results of the consulting project were a clear conclusion for each target market, augmented by a traffic light indicating the profitability and potential for success. Complimented with a ranking of the potential business partners, the next steps for Schenker were then outlined.



CONSULTING PROJECT INTERNATIONAL

Market Research 2015

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

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Client

Schenker Storen AG, Schönenwerd
[Helmut Jehle, Chief Financial Officer](#)
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The Scandinavian Market: it hasn't been in the focus of Schenker Storen in the past. Knowing that there is a certain spending power in Scandinavia, we were very interested in the results of the market analysis. Surprisingly the recommendations regarding the three markets (Norway, Sweden and Finland) were very different. Norway is the country with the best potential for the blind market, Sweden and Finland have a limited potential. The presentation of the FHS team was very professional and contained general and a lot of Schenker specific information.

Coach

FHS St.Gallen
[Mathias Kleiner, MBA](#)



It was a pleasure coaching this highly motivated intercultural team. The project team showed a solution oriented approach and managed all the different challenges throughout the project. Strong leadership from the project leader and the commitment of all team members led to success. The satisfaction of the client was the most valuable compliment.