

Market research for bag-sewing thread in Poland

Consulting Project International Market Research for
Zwirner a.d. Wutach GmbH



qualified



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After facing declining sales in the bag-sewing thread segment of their business, Zwirneri a.d. Wutach looked into expanding their sales to Poland. The team was therefore asked to develop market research for bag-sewing thread in Poland. The project's main goals were to identify competitors, potential partners and customers for Zwirneri. Based on the findings, the team developed a strategy.

Zwirneri a.d. Wutach GmbH

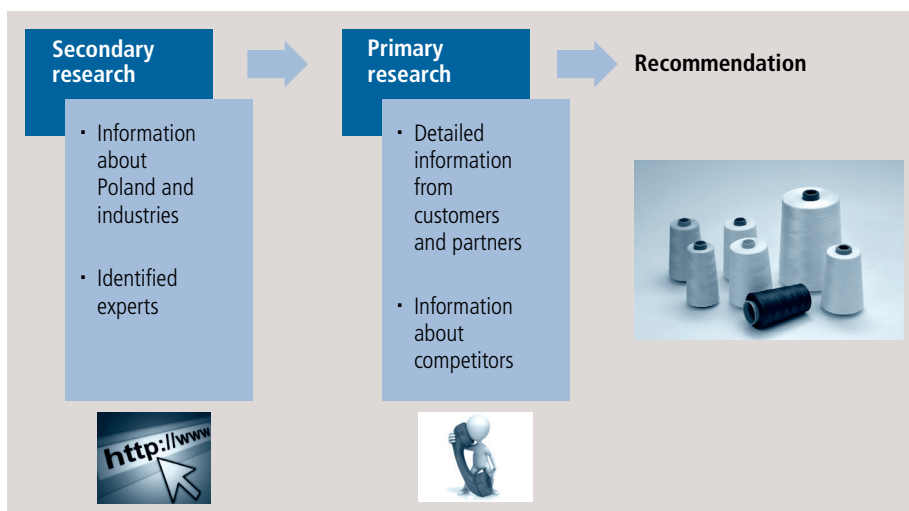
Located in Stühlingen, South Germany, close to the Swiss border, Zwirneri a.d. Wutach GmbH is a traditional 100% family owned business. The company was established in 1886, and produces technical yarns in twisted, plied and cord constructions. The company has 35 employees. Zwirneri's main markets are tea bag threads and withdrawal cords for tampons. 70% of the production is exported to more than 60 countries. The largest clients of Zwirneri's bag-sewing thread are located in Europe.

Proceeding

Through secondary research, the team obtained general information about Poland's state of economy and key numbers from the different target industries. The secondary research was used as a foundation for the rest of the more in-depth primary research conducted by phone. The team first interviewed ten different industry experts to gain knowledge about where to best look for information regarding further research. Based on the expert interviews and secondary research, goals for the number of interviews in the individual target groups were set. The team surpassed these goals, and conducted 76 interviews.

Results

The consulting team provided results according to the goals agreed upon at the start of the project. Detailed information in the different target industries was obtained. Preferences regarding suppliers of bag-sewing thread were explained, especially in regards to price and quality. Different competitors on the Polish market were identified, with emphasis on their prices. Moreover, different collaboration partners were evaluated. Based on the findings, the team presented a strategy including which target industries to enter and how to use potential collaboration partners while doing so. Furthermore, a detailed action plan with the next steps in the process was developed in accordance with the strategy.



CONSULTING PROJECT INTERNATIONAL

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

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Client

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[Matthias Depta, Sales Manager](#)
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It was a new experience for us to work together with an external consulting team, and we were absolutely pleased that the team met our expectations and objectives in all matters. The whole team worked hard and was determined to bring the project to a successful result, and we really enjoyed the fruitful and pleasant cooperation. The compiled results show a solid base for future decisions regarding the Polish market.

Coach

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



From the beginning, the team showed a very high commitment to the project and was eager to fulfil the ambitious goals. The team gained insight information about a very specific market with expert interviews, interviews with professionals from the market and desk research. Excellent project management, persistence and a great team spirit were the keys to this very successful project.