



Consulting Project International Market Research
for Saurer Intelligent Technology AG

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Analysis of the embroidery market in India

Saurer AG is the worldwide market leader for embroidery production systems. To keep up with their embroidery machines in international markets, an international project team from OST Campus St.Gallen was instructed to conduct a market analysis on the Indian embroidery market in order to anticipate important and interesting developments.

Proceeding

Based on primary and secondary research an overview of the Indian embroidery market was generated. For the primary research, the project team conducted qualitative interviews with customers working in the Indian embroidery market. Moreover, an Excel spreadsheet obtained from an Indian administrative institute was analysed to gain insights into last years Indian embroidery market machine sales. Importers and competitors were analysed based on secondary research including annual reports, homepages of competitors, importers and customers as well as corporate publications and company databases for financial analysis above mentioned. The analysis was done in combination with information gained from the Excel spreadsheet.

Results

Derived from primary and secondary research, the project team ascertained some trends in the Indian embroidery market. Based on the Excel spreadsheet a strong focus on embroidery machines for Home Textile and Garment Industry has become apparent. In a further step, according to the customer interviews it resulted that high quality, service performance as well as having a good after-sales network of embroidery machine sales play a decisive role. According to the trends in the Indian embroidery market it has been evaluated which type of machine is more in demand in the Indian market and therefore a recommendation has been developed. Combined with machine development, cooperations with companies which offer the upcoming machine types or even an acquisition of such a company can be an option. Furthermore, the project team created an Excel tool which contains different formulas that simplify the analysis on the Indian embroidery market. Thus, Saurer AG has the opportunity to fill in the data from the upcoming years and to use the structured information for further market analysis.

Saurer Intelligent Technology AG, Arbon

Saurer AG is a company with a long tradition, that has always been a leader in innovation. Based on more than 150 years of experience, expertise is combined with modern knowledge to help shaping the future of embroidery production. Today, Saurer comprises the two segments Saurer Spinning Solutions and Saurer Technologies. Saurer AG records a sales revenue of EUR 1'180 million and is listed on the Shanghai Stock Exchange.



Client

Saurer Intelligent Technology AG, Arbon
Andreas Galiga, Head of Product Management
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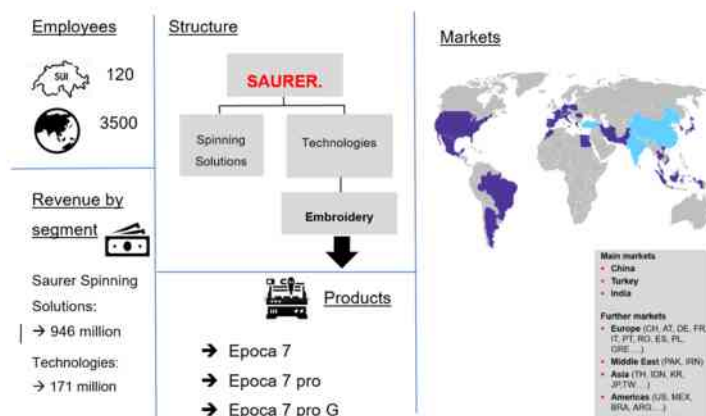
India plays an important global role in the textile industry. Using the data from the customs statistics, the student group has laid a basis with which market shifts can be mapped. For Saurer this is an important cornerstone for future decisions. Saurer will continue to run this base.



Coach

OST Campus St.Gallen
Prof. Dr. Benjamin von Walter

The team provided a very thorough analysis of the Indian embroidery machine market. The results of this project provide valuable insights into a complex market with many different parties involved.



Facts and Figures - Saurer AG
Source: own illustration