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YOUNG  
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AWARD

Consulting Project USA  
Market Research  
for Herrmann AG, Walzenhausen

# Uncap the Future: Molding Market Potential in the U.S.

In recent years, Herrmann AG has looked for new markets to enter, and they identified the United States as market with high potential. The project team was recruited to conduct market research in the U.S. that aims to answer the following goals: understand the market, identify potential customers, and design marketing strategies.

## Proceeding

The project team approached the multifaceted goals by consulting U.S. and Swiss industry experts. The gained insights, enriched by secondary data, allowed the team to understand the U.S. market and achieve the first goal. To complete the second goal of identifying potential customers in the U.S., interviews were conducted, including a highly specified survey with valuable responses. Insights into relevant requirements, the procurement process, and necessary product features were revealed. Finally, to complete the third goal of designing marketing strategies, marketing experts were approached to craft effective strategies.

## Results

The project team identified various opportunities and challenges for Herrmann AG. The opportunities are promising, among which the U.S. market was recognized as a favorable market for entry. However, when expanding to the U.S., the identified challenges should be considered and addressed in a particular manner.

The project team further elaborated effective recommendations that should assist Herrmann AG in their expansion. Initially, multiple methods by which Herrmann AG can enhance their awareness in the U.S. market were recognized. Subsequently, the project team proposed different approaches for Herrmann AG to establish relationships in the new market. Finally, specific expansion strategies were developed. To successfully transfer these insights into practice, the project team has established an exploration road map that Herrmann AG can follow step-by-step over the course of the next 12 months.

## Herrmann AG, Walzenhausen

Herrmann AG is a mid-sized family business based in Walzenhausen, Switzerland. They are a producer of caps, closures, and packaging systems that are manufactured by injection molding. The company produces around 700 million molded parts per year for over 30 countries in five industries. Herrmann AG offers a complete in-house service package, from the idea to the production.



## Client

Herrmann AG  
**Micha Staub**  
[www.herrmann.swiss](http://www.herrmann.swiss)

The students quickly gained an overview of the market. The team's commitment was palpable throughout the entire project and is reflected in the comprehensive and practical report. The good cooperation between the OST and RMU universities was also valuable in making the project a success. We congratulate the team on this excellent work and would like to express our sincere thanks.



## Coach OST

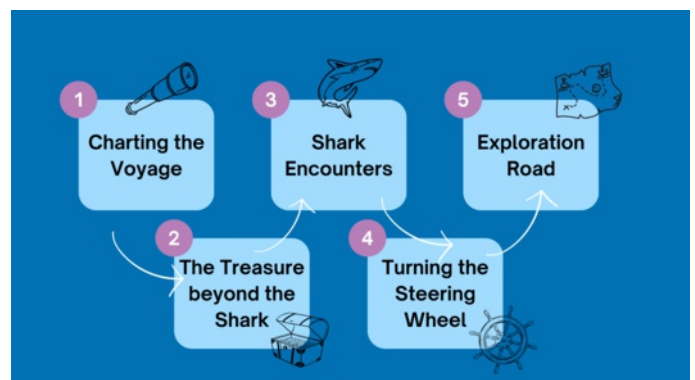
OST – Eastern Switzerland  
University of Applied Sciences  
**Mathis Kleiner, MBA**



## Coach RMU

RMU - Robert Morris  
University  
**Gabriel Moreno, Ph.D.**

It was a pleasure coaching this hard-working and resilient team. The team gained insight information about a very specific market. The well-founded analysis and the recommendations support the client's business decisions. At the end, the team convinced with a second-to-none presentation. Excellent project management, persistency and a great team spirit were the key to this very successful project.



Overview of the project story and approach  
Source: own illustration