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University of Applied Sciences of Eastern Switzerland



mikrop
prime
optic systems



Consulting Project International Market Research for Mikrop AG

Project Team (f. l. t. r.) in front **Théo Joonnekindt**, BBA Inseec Lyon, France; **Susan Stark**, FHS St.Gallen, Switzerland, Project Leader; **behind** **Florentine Charlotte Kootstra**, Hanze University of Applied Sciences, The Netherlands; **Jonas Spiess**, FHS St.Gallen, Switzerland; **Luc Cavelti**, FHS St.Gallen, Switzerland; **Jessica Parrinello**, Robert Morris University, USA (not pictured); **Man Lin (Ella) Wang**, Jiangxi University of Finance and Economics, China (not pictured)

Business Case for "Polymer Micro Optics"

Due to the disposable endoscope trend, Mikrop AG is investigating the global polymer micro optic market. Therefore, they assigned an international project team of students from the USA, China and Europe to elaborate a business case for this new market idea as a base for an upcoming management decision.

Proceeding

To evaluate the new market, the team started by using the business case methodology, including product benefits, market analysis, financial case as well as a risk analysis. The project team gathered relevant information through primary and secondary research. Primary research was conducted through 14 expert interviews with manufacturers of micro optics and endoscopes, users of disposable endoscopes (hospitals) and researchers of well known institutes. The secondary research is based on a vast collection from research papers, market reports and official websites. Based on the findings, strategic recommendations were aggregated.

Results

The product comparison of single-use and disposable endoscope shows that in some field of

applications the benefits of single use endoscopes are superior to the benefits of reusable endoscopes (scores 7.7 vs 7.35). One main criterion for this comparison is the amount of procedures. That means, from a certain number on, the reusable applications are financially more advantageous. In addition, the market analysis reveals that the market share of single use is in the single digits today, but shows a higher growth rate compared to the reusable endoscopes. As on the top goal the team identified three additional and promising market segments outside the medical field for polymer micro optics. The illustration below demonstrates some components of the business case. Based on that broad analysis the team elaborated concrete recommendations for Mikrop AG how to deal with this new market.

www.fhsg.ch/praxisprojekte

Mikrop AG, Wittenbach

Mikrop AG is a leading producer of high-quality glass micro optics, headquartered in Wittenbach, Switzerland. The company sells spherical lenses, optical assemblies, and micro-objectives to customer specification. Products range from 0.3 mm to 15 mm in size and are used in automotive, industrial solutions, and endoscopy, both medical and technical. Mikrop was founded in 1981 and became a subsidiary of INDUS Holding AG, in 2000. They employ 160 people in Switzerland, Germany, and Serbia.

Client

Mikrop AG, Wittenbach

Chris Jung, Development Engineer Optical Systems (Project Manager)

www.mikrop.ch



Despite the coronavirus situation in 2020 working with the team was a real success for Mikrop AG.

The students became acquainted with the topic really fast and delivered high quality results. The information supplied by the team provides the basis for a continuous development of our business. We thank them for the excellent cooperation and wish them all the best for the future.

Coach

FHS St.Gallen

Claudia Brönimann, MSc in Business Administration



It has been a pleasure to support this international and highly motivated team on its way to growth and gain beneficial results for the customer. The team

provided valuable insights into a new market. The well founded analysis and the meaningful recommendations support the client's business decision. The task at hand was demanding, the client very supportive and the result simply relevant.

