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University of Applied Sciences of Eastern Switzerland



JUSP Joint US Swiss Program Market Research for Geberit North America

Project Team (f. l. t. r.) in front Dalton Faith, Robert Morris University, USA, Project Coordinator;
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"Flushing out" the Opportunities: A North American Market Entry Strategy

Geberit North America wants to enter the rapidly growing North American factory-built construction market with its concealed installation systems for wall-hung toilets. In order to create an extensive marketing plan, the factory-built construction market and its key elements had to be thoroughly analyzed.

Proceeding

The first phase of the four-phase project plan revolved around defining objectives. Phase two was dedicated to examining the target markets and customer segments in the top U.S. states & Canadian provinces for concealed installation systems. The team conducted a total of 36 expert interviews and received 325 consumer survey responses. Phase three was devoted to scanning the environment of Geberit and the factory-built market. In phase four, the team created recommendations based on the previous findings of all prior phases.

Results

Based on primary research, the team identified three target markets within the factory-built in-

dustry. Afterwards, a marketing plan was established to target these markets. For product, the team proposed implementing a new brand to target certain markets individually and differentiate Geberit's variety of concealed installation systems. For price, the team proposed to establish new pricing strategies for both brands. For place, the team recommended adding new distribution channels to existing ones. Finally, for promotion, the team proposed a variety of new promotional tools to target the key decision makers in the relevant customer segments within the factory-built industry.

www.fhsg.ch/en/research-and-consulting-services/institutes-centres/knowledge-transfer-unit-wtt-fhs/

Geberit North America, Chicago

Geberit was founded in Rapperswil, St. Gallen (SG), in 1874 by Caspar Melchior Geberit. Geberit successfully operates in the market for installation & flushing systems, piping systems as well as bathroom systems. The North American presence was established over 40 years ago. In 2002, Geberit acquired the Chicago Faucets Company, thus increasing its presence in the North American market for sanitary products.

Client

Geberit North America, Des Plaines, USA
Ronn W. Jefferson, Product Manager
www.geberit.us



From the first introductory meeting until the delivery of recommendations, the students treated this opportunity as carefully as if it were their own business.

In the end, they gave our team much to think about – by introducing new possibilities and perhaps more importantly by forcing us to re-evaluate existing beliefs. This is exactly what market research should do! I look forward to sharing the progress of the market approach with the students in a few months from now.

FHS coach

Prof. Dr. Franziska Weis

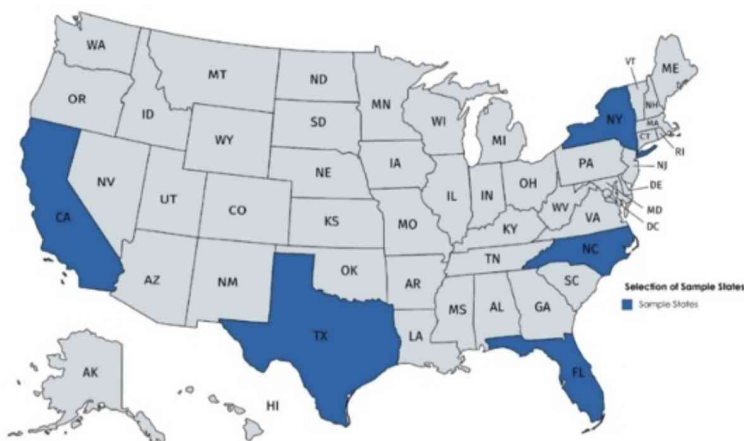


RMU coach

Jill A. Kurp, Ph.D.



We very much enjoyed working with the team as they were going the extra mile to come up with sound recommendations for the client. Based on extensive primary research from expert interviews as well as from a consumer survey they created a well-grounded data-driven marketing plan for a North American market entry strategy.



Top US States
 Source: own illustration