



WTT
YOUNG
LEADER
AWARD

International Consulting Project
Market Researchs
for **ASCO CARBON DIOXIDE LTD**

f.i.t.r.: **Lucy Rohde**, Project leader, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Carice Walser**, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Corina Bürgi**, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Milos Nedeljkovic**, OST – Eastern Switzerland University of Applied Sciences, Switzerland, **Alexandre Maupas**, BBA INSEEC Lyon, France **Maria Romanova**, Financial University under the government of the RF, Russia

Market Analysis for CO₂ and dry ice in Europe

Swiss Asco Carbon Dioxide Ltd. is a global company specializing in machines for CO₂ production and processing. To further expand in markets with low market share, the Consulting Project aims to conduct market research in different core countries, identifying opportunities for market share growth.

Proceeding

The project team first had to narrow down the nine countries that were selected by the company into only the three or four which were the most interesting ones to analyze. This was done using primary research, after which the team members split in two groups, one sending out surveys to a customer base sent by the company, the other conducted six interviews composed of sales people from ASCO, experts from the Messer group and external experts of dry ice. After that the team conducted a Porter's Five Forces model as well as a SWOT analysis based on the primary and secondary research to gather insightful information for ASCO.

Results

Following the first primary research consisting of narrowing down the country selection, the team concluded that France, Germany and the Benelux union were the most interesting markets to pursue. Mainly because of the weight of industries using dry ice relative to their GDP. The surveys were found irrelevant after only 11 persons answered. The six interviews were insightful, especially among the Messer group experts, which allowed the team to better understand the market of dry ice in Europe and to make some analysis based on that. After conducting the Porter Five Forces, the team concluded that the industry of dry ice was growing at about 8% annually, that it is a cycle industry with high fixed costs and low differentiation of products. Based on that and the SWOT analysis, the team came up with the following recommendations: to increase brand awareness using social media as well as tradeshow and events, expand in the new markets by using merger & acquisition of smaller companies, and increase maintenance speed and customer retention by communicating more and have a stronger customer service.

ost.ch/praxisprojekte-wi

ASCO CARBON DIOXIDE LTD, Romanshorn

Asco Carbon Dioxide Ltd. is a global company specializing in CO₂ equipment and services. Founded in 1975, it is renowned in the industry. The company offers diverse products and services, such as CO₂ capture, liquefaction, and processing systems. It serves multiple sectors, including food, medicine, oil and gas, glass, and rubber. With facilities in Germany, France, and the USA, its headquarters is in Romanshorn, Switzerland.



Client

ASCO Arbon DIOXID LTD.,
Romanshorn
**Fabian Weber, Marketing &
Communication Director**

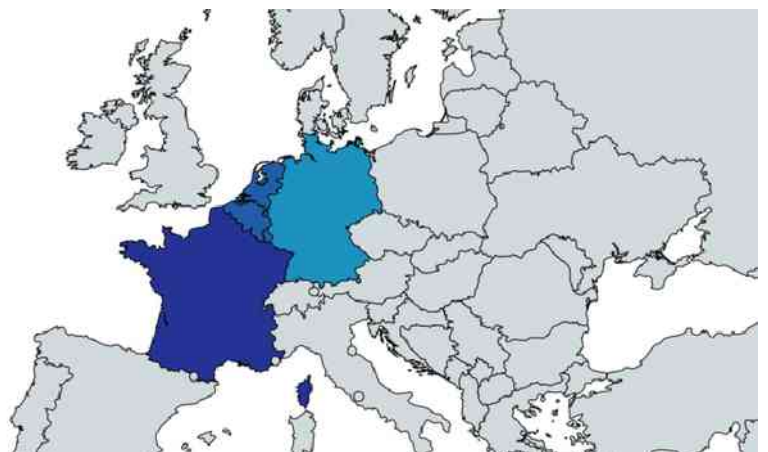
The students took an interesting approach to evaluate the potential of dry ice business with the "Porter Analysis". In general they put a lot of effort into raising and analysing relevant data that will help us focusing on key markets in the future.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Prof. Dr. Wilfried Lux

The project was focused on a niche industry which made it interesting but also challenging for the team to get results. With great effort and consistency the team managed to get deliverables both from primary and secondary research.



Map of Europe showing the three countries the project group focused on.
Source: own illustration