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Consulting Project International  
Market Research **for Glace 24**



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# Exclusive Ice Cream around the Clock

As Glace 24 is a newly founded start-up, the CEO and his board of directors have not yet developed a marketing strategy for the company. An international project team from the OST was instructed to elaborate appropriate recommendations for the 4P's based on the insights gained through a comprehensive market research.

## Proceeding

The project followed a four-phase process to achieve the above-mentioned objectives. The first phase consisted of a situation analysis of the ice cream market and Glace 24's competition. In the second phase, market research was conducted which contained eight expert interviews as well as a taste test that was held in the OST canteen combined with a subsequent online survey about consumer preferences. In the third phase, the strengths, weaknesses, opportunities, and threats of Glace 24 were analysed and elaborated, while in the fourth and final phase a comprehensive marketing strategy based on the 4 P's was developed.

## Results

The project team developed a marketing concept including recommendations for the 4 P's of marketing. The product recommendations include a new label, packaging and spoon. In terms of pricing, the team suggests price differentiations for the distinct lines, concretely sorbet, milk-based and vegan ice cream. Additionally, extensions to the business plan were made including three divergent scenarios. Regarding place, starting business regionally within a radius of 15 to 20 kilometres around Rorschacherberg is recommended. There are different options to place the vending machines: in front of farm stores, gastronomy, inside buildings, at nightlife locations and other places, where lots of people pass by. These suggestions were prioritised according to their chances of success. Concerning promotion, an option is seen in creating a new slogan, logo, as well as an advertising banner, for which concrete proposals were put forward. Lastly, the website should be search engine optimised in order to be better accessible and Instagram should be used to communicate with the start-up's audience.

[ost.ch/praxisprojekte-wi](http://ost.ch/praxisprojekte-wi)

## Glace 24, Rorschacherberg

Glace 24 is a start-up founded in 2021 as a business extension of Tresco AG, located in Rorschacherberg. They produce high-quality ice cream with selected, natural and local ingredients while avoiding unnecessary additives. The company operates in the cup business, whereby these are sold through vending machines. Additionally, they deliver trays to event hosts as well as ice cream parlours.



**Client**  
Glace 24, Rorschacherberg  
**Christian Enzler, CEO**  
[www.glace24.ch](http://www.glace24.ch)



**Client**  
Glace 24, Rorschacherberg  
**Viktor Eicher, Administration & Marketing**

Glace 24 started a year ago without a thorough market analysis. Through its structured and professional work, the OST team developed valuable, concrete recommendations. Together with the experiences we made, we are now setting the course for our future.



**Coach**  
OST – Eastern Switzerland  
University of Applied Sciences  
**Prof. Dr. Franziska Weis**

I was deeply impressed by the team's thorough market analysis which led to a comprehensive marketing plan including different scenarios. They demonstrated a high degree of creativity combined with remarkable analytical skills to come up with meaningful recommendations for market development.

