

Market Research – Competitor observation

Piping components and -systems

Valves, Fittings, Pipes, M+C, Pumps, Semi finished products in plastic, stainless steel, and metal - Offer as an external service with module elements

A. Importance of Market Research

Only if an enterprise knows his customer market and the competition, it can compare and can be better or faster than the competitors. The more precisely one knows the competition, the easier it is to develop a strong strategy to introduce measures in order to build up the shares of the market, in order to tie customers and in order to gain new productive customers. The analysis of the observation leads also to a row of cost savings.

B. Who observes and has information in the enterprise to the market and of the competition? How does one obtain these informations?

Many employees have informations from various sources. Very rarely however these informations are available at any time, structured and give answers to certain important questions in the enterprises everyday life. The front employees with extensive market contacts need a synchronized motivation for the systematic transmitting of their informations and for the own benefit a good backflow from the systematic market and competition observation.

C. Achievement and costs - company-specific solution or external service

In few enterprises the market and competition observation is systematically organized. Often this becomes sporadic and is carried out as a secondary assignment. With the use of an own market researcher the necessary internal open information flow is another problem. An additional crucial point comes along with the narrow company-bound angle of vision. At a professional, external, confidential market and competition observation as service for several companies from the same branch the angle of vision broadens considerably, information extent and depth increase enormously and cover the synchronized systematic preparation with the regular and just on time presentation or the recall of the single interests of the enterprises. The costs are split on several companies so that an especially useful price- / result ratio arises.

D. Extent of the market and competition observation

Every enterprise wants to satisfy own and individual needs using such a system. The market positioning, the competition situation as well as the strengths and weaknesses of the companies are quite different. Therefore the range of services is agreed individually with every company in terms of number and contents of the modules. The input to the competitors of the company works in the same way. Every company pays a part according to chosen extent and receives a structured monthly management - report on the competitors and alternatively to the market, the main products, as well as acute reports when urgently needed.





Market Research

■ Organisation

Information procuring and sources:

