



...development strategy....benchmark....market analysis....strengths and weaknesses of enterprise....

Problem Based on the fundamental new orientation of the hole business strategy a international producer and supplier of production machines and systems was forced to reorganize the product and development strategies consequently. A comprehensive current market and competition analysis was basis for this strategic orientation.

The results of the analysis should provide the decision process for a strategic direction of corporate future development activities of the worldwide acting company.

The focus of the analysis was a characterization of the European market with his most important suppliers, their products and technological features and the resulting benefits for the customer.

Project description and result

Based on actual statistics and reports a survey of the German, European and international market has been prepared for the relevant market segments.

The most important national & international competitors have been analysed regarding product varieties, technology diversity as well as configuration of and options for machines. Statistical data, market investigations and other polls have been used to determinate the market shares of the competitors. A SWOT-analysis highlights strengths, weaknesses, chances and risks of the individual market strategy of the competitors.

Based on the analysis of the own strengths and weaknesses of the enterprise in connection with the results of the benchmark of the competitors a strategy for future development activities has been developed.

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