

Handheld laser distance meters in China



«Friendship is the key to be successful!»

Project Team

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Client

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Coach

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Company

Leica Geosystems AG in Heerbrugg is a leading global manufacturer of precision measuring instruments to capture, analyze and present spatial information. Users of Leica products trust the company for its high precision, dependability, value and superior customer support. Since 2005, it has belonged to the Swedish Hexagon Group although it is still selling its products under its own name. Over 3,500 employees located

in 28 countries are responsible for Leica being the measurer of all things. More than 15 years ago, Leica Geosystems presented the first handheld laser distance meter and revolutionized the world market.

Initial position

Today, Leica Geosystems AG provides the three brands Prexiso, Agatec and Leica on the Chinese handheld laser distance market. Therefore, they are looking for an external analysis of their branding and distribution strategy.



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Kommentar vom Fach
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Objectives

The project team had the task to review the existing distribution channels with a comprehensive market analysis, deduce a strategy and in addition, a marketing concept which covers all relevant aspects of the Chinese market should be developed.

Approach

This cross cultural project began with a kickoff week in Shanghai. During this time, the project team started with the field research and interviewed distributors, dealers and (potential) end-users who provide or use handheld laser distance meters. Subsequently, 21 shops were visited to gain information about the competitors before the team moved to the analysis and evaluation of the gathered data. Moreover, desk research became a main task to achieve a

broad data base for the as-is analysis. The focus of the research was to cover as many aspects as possible. On the basis of this extensive research, two different scenarios were elaborated and suggested.

Results

A comprehensive analyze of the existing distribution channels was given to Leica Geosystems. Based on these results, two different brand strategies were presented including expected time and efforts in general. Lastly, the communication concept contains recommendations about the product, price, distribution and promotion policy for each brand. These recommendations were presented not only in general, but in a detailed way where different time horizons have been taken into consideration.



Elisabeth Ziegler-Hasiba

«The team had to adopt the marketing strategy for the distance meter field in international contexts. To achieve their purpose, the members had to perform across geographical, linguistic and cultural borders Both the Chinese and the Swiss group were highly motivated and worked towards a well structured solution. Well done!»



Petra Ammann

«It was amazing to watch how quickly the students assumed their tasks and easily could identify themselves with the project. To see their personal development and their advancement regarding analysis and proposals was a real pleasure. The excellent results will provide a good foundation for our further decisions.»

