

Marketing strategy for Optigard cockroach control for the Shanghai consumer market



«Through the broad market research in Shanghai and the effort to develop a marketing strategy for Optigard, the project team has gained considerable experience about the consumer business in Shanghai. Moreover, this project gave all team members a unique opportunity to get in touch with a foreign culture.»

Project Team

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Client

Syngenta (China) Investment Co., Ltd.,
Shanghai
Rick Duanmu / Turf Ornamental
& Home Care Marketing Manager

Coaches

Prof. Ming Yao, Tongji University
Marcus Wittner, FHS St.Gallen

Did you know...?

- Every seventh tomato in the world is from Syngenta?
- Every third pansy is from Syngenta?

Syngenta is a global company famous for its crop protection, seed and lawn & garden business. It was founded in 2000, when Novartis and AstraZeneca merged their agri-business.

Syngenta's core business and new opportunities

Syngenta is a global company famous for its crop protection, seed and lawn & garden business. Participating in the huge Chinese market, Syngenta set up a branch several years ago. Realising that the middle class in China is growing very fast, Syngenta will look for business opportunities for the consumer market.

Goal and tasks

The aim of the project was to achieve an insight in the cockroach control consumer market in Shanghai. Based on primary re-



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Kommentar vom Fach
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search, the project team needs to define a suitable market entry strategy for a pest control product for the Shanghai consumer market. This includes the definition of the operative marketing mix (product, price, place, promotion) and detailed calculations of business cases.

Get familiar with the Shanghai consumer market

The course of action comprised five different kinds of survey. Firstly, the project team visited 85 different retailer shops in Shanghai, e.g. corner shops and hypermarkets. Based on the results of this survey, the project team conducted an online survey and interviews with more than 300 people. To gain more information about the demand of the retail shops, a further qualita-

tive survey was conducted and the team tried to get in touch with the decision makers of these companies. Additionally, the team conducted a product trial run with potential customers. Finally, all the data were analysed, which enabled the team to develop a market entry strategy with three different scenarios.

Outcome

In the end, the project team suggested five strategic approaches, two of which are described in more detail. This resulted in three very detailed business cases over the period of five years containing suggestions about the possible sales channel, whether its price is suitable for this sales channel, suggestions for package design and detailed promotion activities.



Marcus Wittner

«Based on an outstanding analysis of the market situation, the Sino-Swiss team developed two strategic options including all financial data to penetrate the cockroach control consumer market in Shanghai. With their enduring commitment to the project, the team members fulfilled their goals and tasks and achieved excellent outcomes.»



Rick Duanmu

«The Sino-Swiss team demonstrated high professionalism in the CPCN project. The team gained insight information from multi-dimensions: consumer/dealer/retailer in the very specific home cockroach control market and they presented a convincing business concept evaluation with valuable measures for the customer.»

