

Consultancy project:

Customer Needs Analysis

By Jakub Čech & Andrej Šišolák

Our Agenda

Consultancy Project | Market Analysis

- 5 min — 01 Definition & Objectives
- 20 min — 02 B2C Needs & Analysis
- 20 min — 03 B2B Needs & Analysis
- 20 min — 04 Competitors Analysis

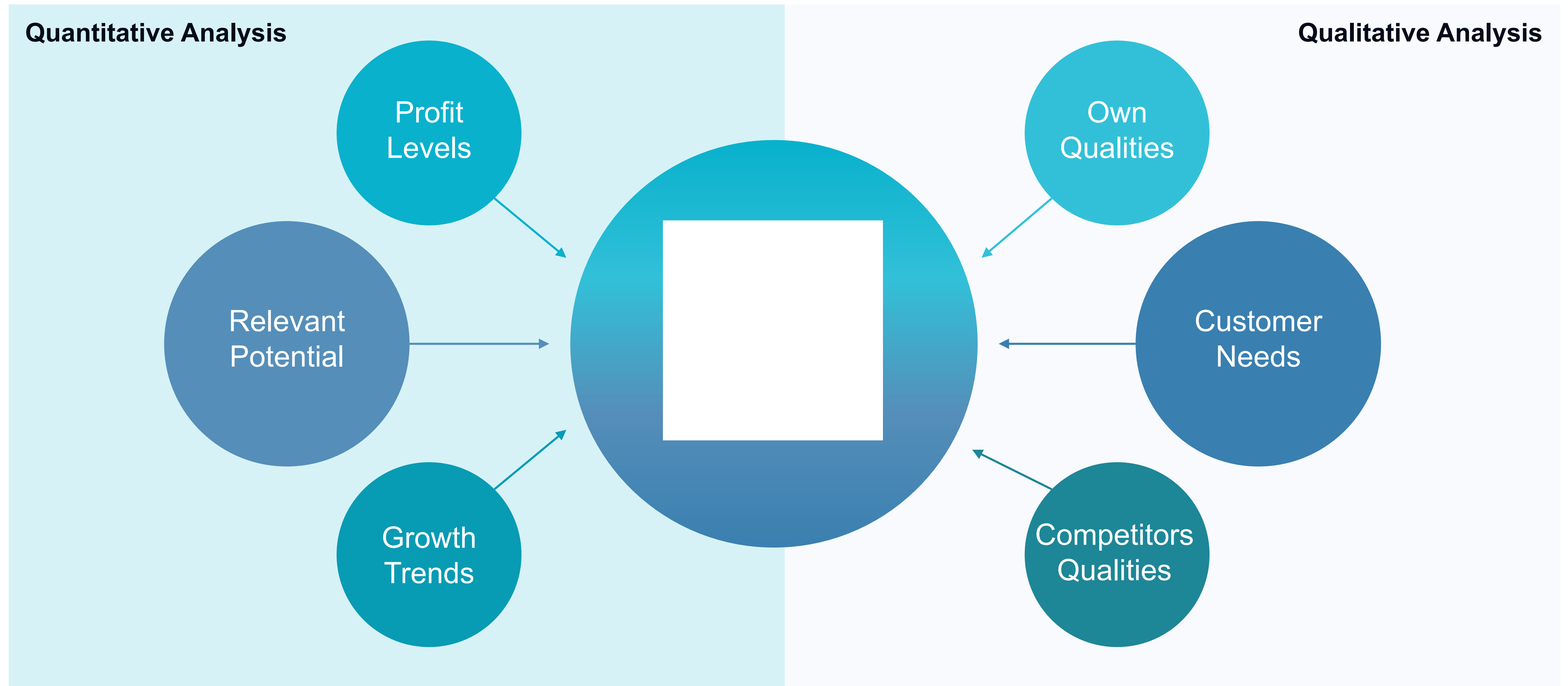
Customer Needs Analysis

Definition & Objectives

By Jakub Čech & Andrej Šišolák

Market Analysis Objectives

Consultancy Project | Market Potential Analysis | Definition & Objectives



Terms Definition

Consultancy Project | Market Potential Analysis

Customer Need

are the psychological and physical motivations that make someone want to purchase a product of service and stay loyal to that business



Type of the business

Customer needs are significantly different in Business to Consumer and Business to Business types of entrepreneurship.

Customer Needs Analysis

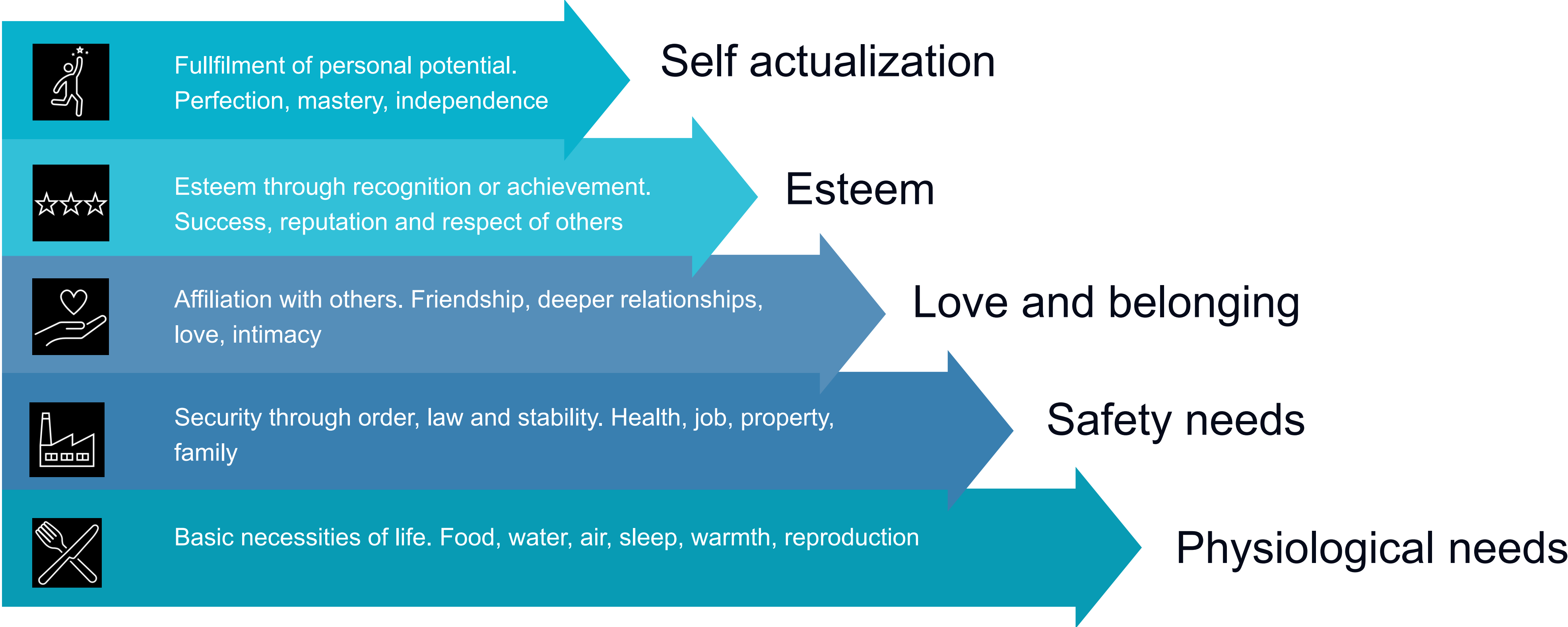
B2C Needs and analysis

By Jakub Čech & Andrej Šišolák

Market Analysis Objectives

Consultancy Project | Market Potential Analysis | B2C needs and analysis

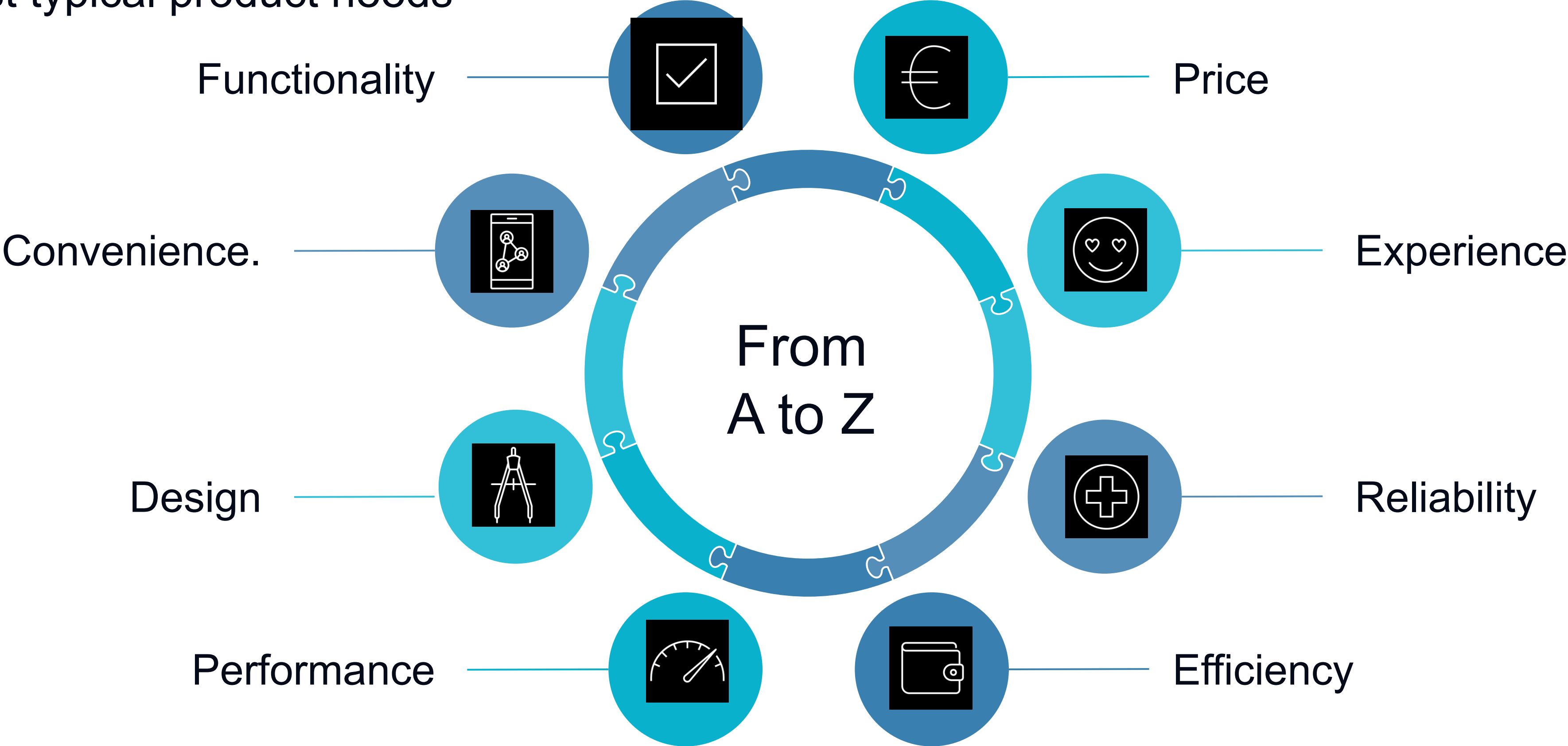
Maslow's hierarchy of needs



Customer Needs Analysis

Consultancy Project | Market Potential Analysis | B2C needs and analysis

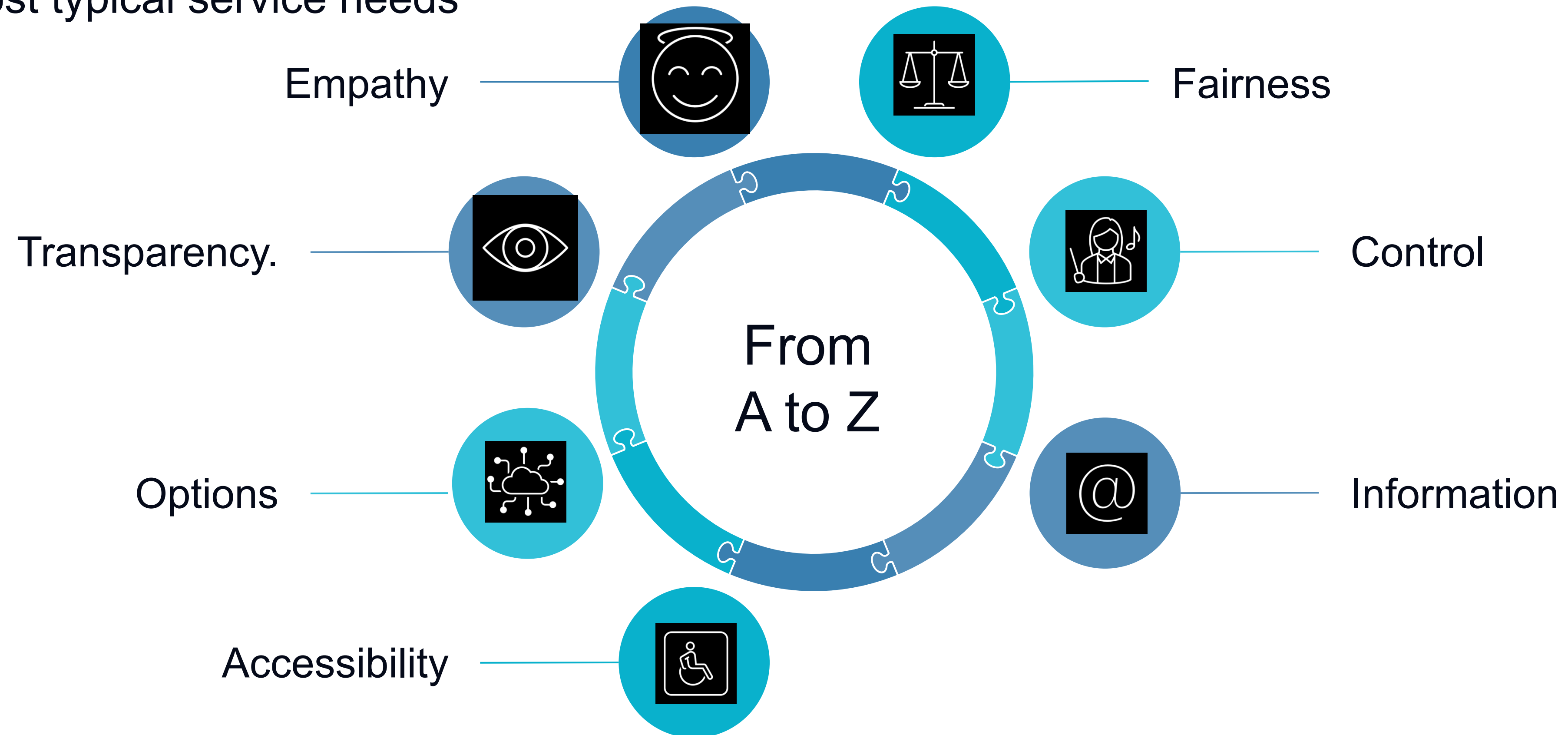
The most typical product needs



Customer Needs Analysis

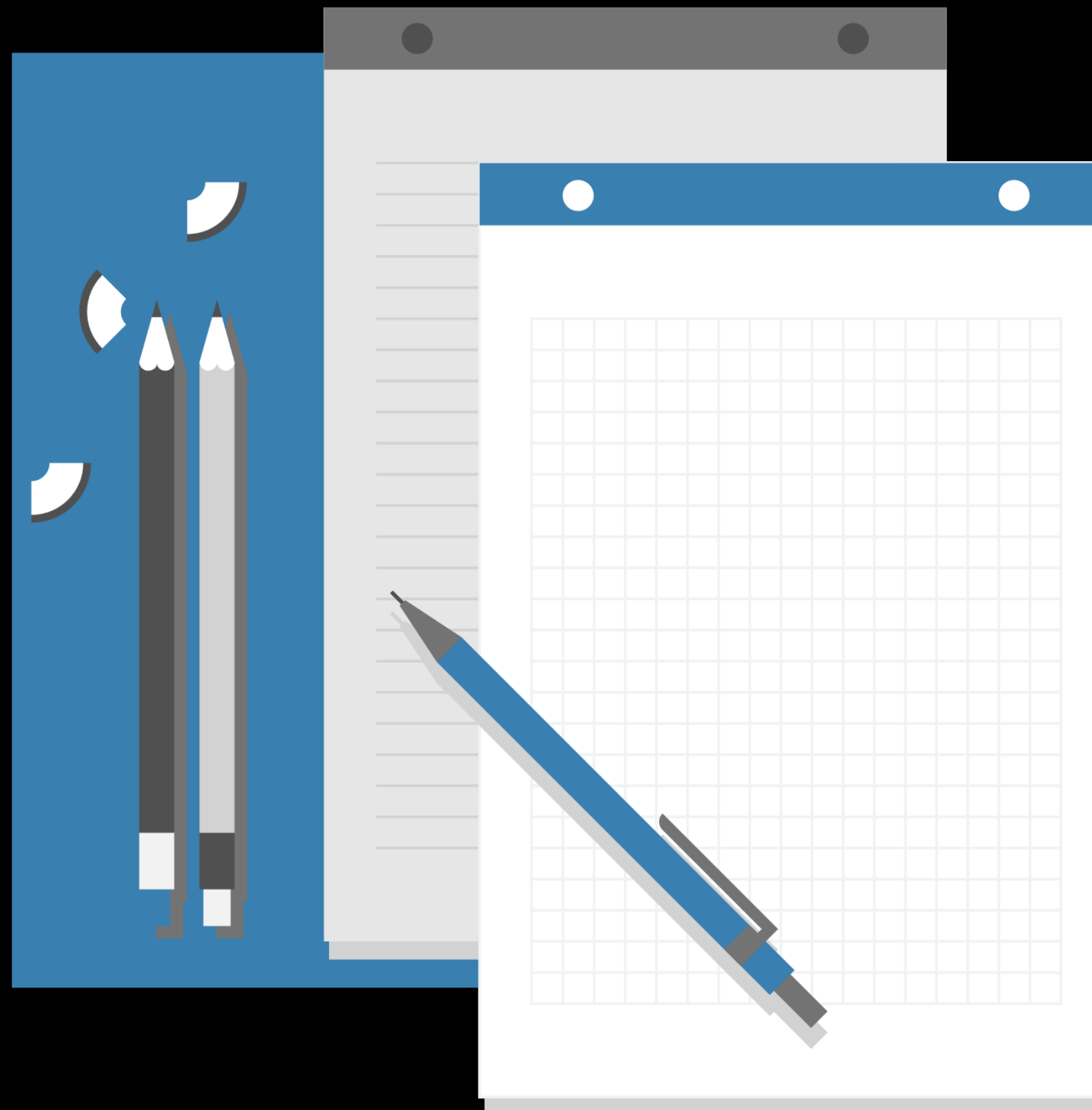
Consultancy Project | Market Potential Analysis | B2C needs and analysis

The most typical service needs



Needs Analysis

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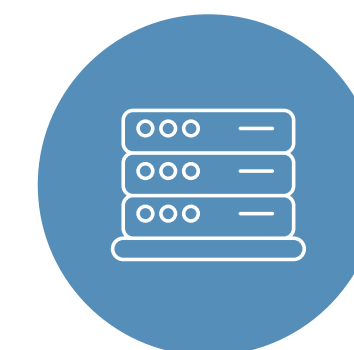
Data analysis

Analyzing all available data and informations based on previous experineces or public researches. The easiest way how to get a results but is the least accurate to the topic.



Questionnaire

On-line or live interaction with existing or potential customers. Set of quesions, where you get the clear answer on topics you want to know. Bigger quantity, less details.



Focus groups

Most detailed method of questioning the customers. Small group of people answering the questions within one longer meeting. Goes very deep in details. You can combine with questionnaire which is than used as a confirmation the results with bigger group.

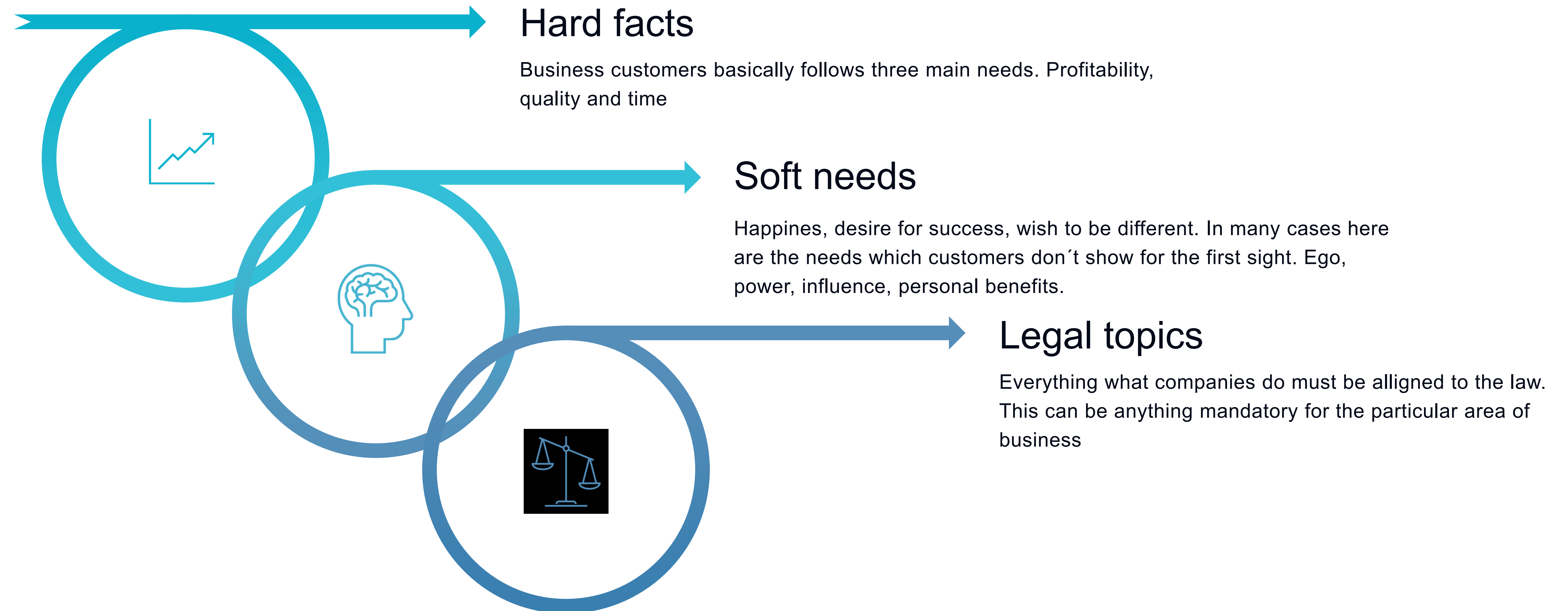
Customer Needs Analysis

B2B Needs and analysis

By Jakub Čech & Andrej Šišolák

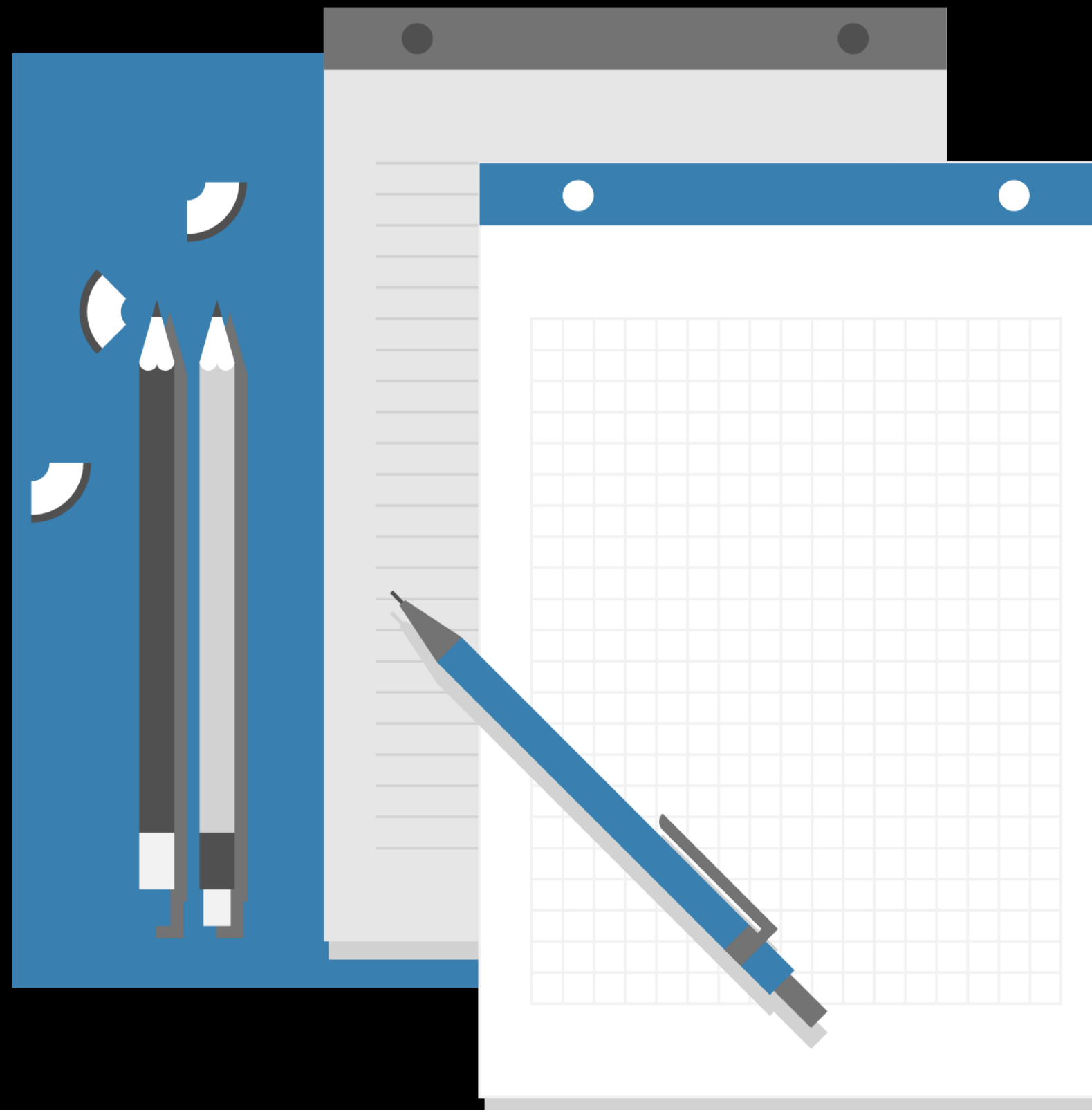
Customer Needs Analysis

Consultancy Project | Market Potential Analysis | B2B needs and analysis



Needs Analysis

Consultancy Project | Market Potential Analysis | B2C needs and analysis



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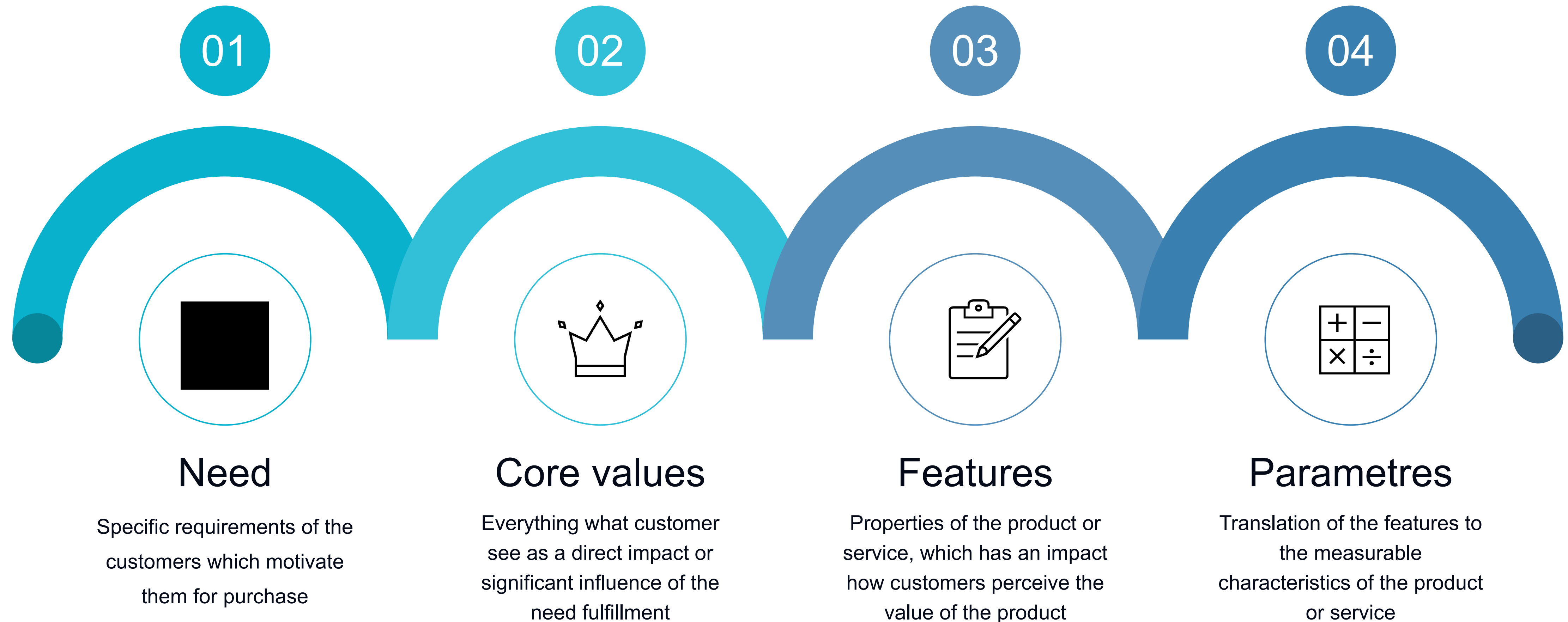
Customer Needs Analysis

Understanding of the needs

By Jakub Čech & Andrej Šišolák

Customer Needs Analysis

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Customer Needs Analysis

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Example



Need

A **new ski**, which allows me enjoyable and quality skiing on the perfectly prepared slopes of Austria.

Values

Durable ski, which will last min. 10 seasons, **quality made** with a nice and **modern design** to show. **Secure binding** to avoid the injury. Respecting the **level of skier** and **surface** I want to ski on.

Features

Type of used **materials** with **long warranty**, made for specific **ski style**, **easy to drive** on direct paths, allow hard **carving**, **tested binding** for different people, **last year model** latest

Parametres

Flexibility of the ski based on the used materials, **length** and **radius**, **model year**, **distance in the narrowest part** below the binding, **color**, **binding test results**

Customer Needs Analysis

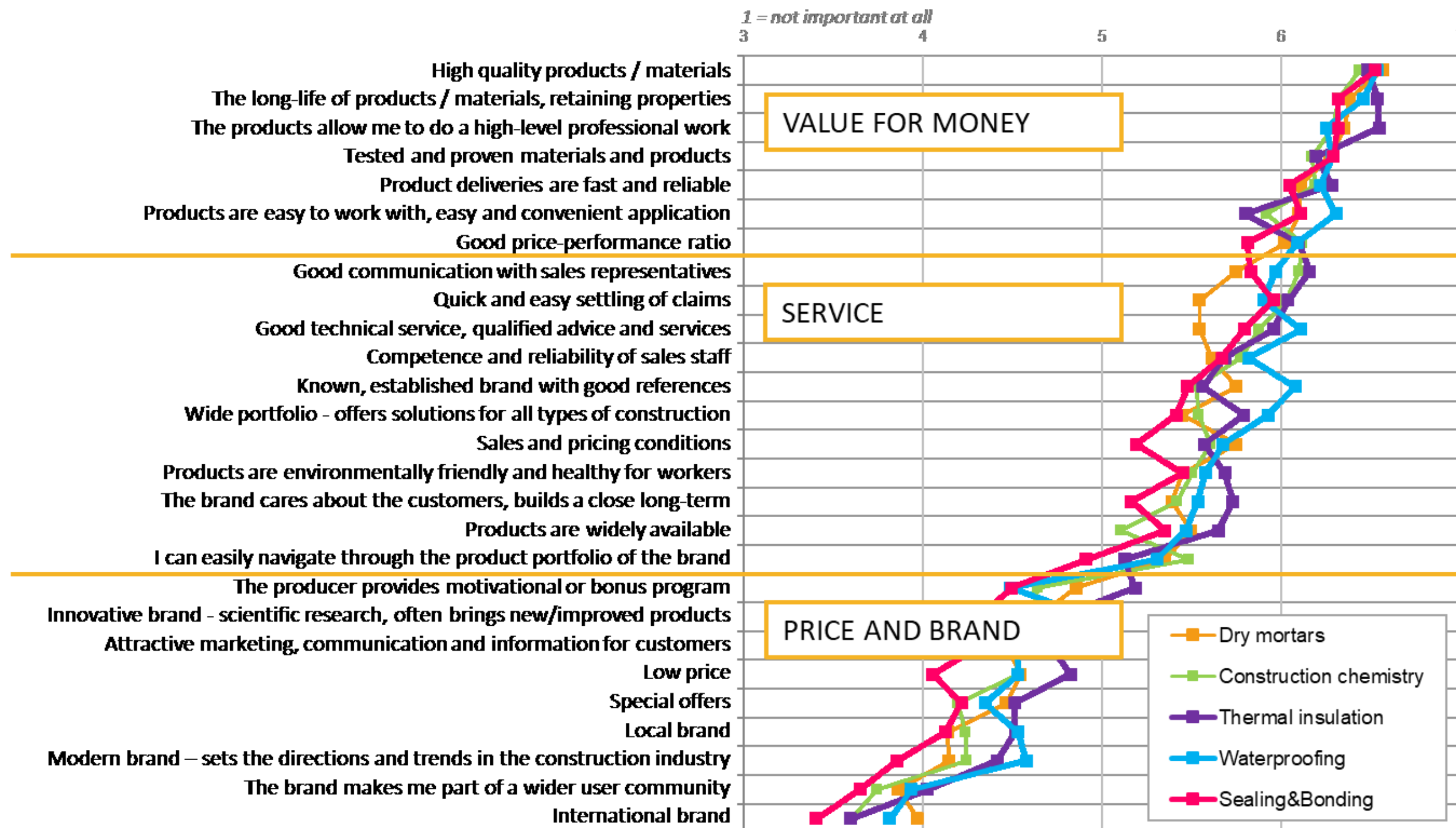
Sika CZ – case study

By Jakub Čech & Andrej Šišolák

Customer Needs Case Study Sika CZ

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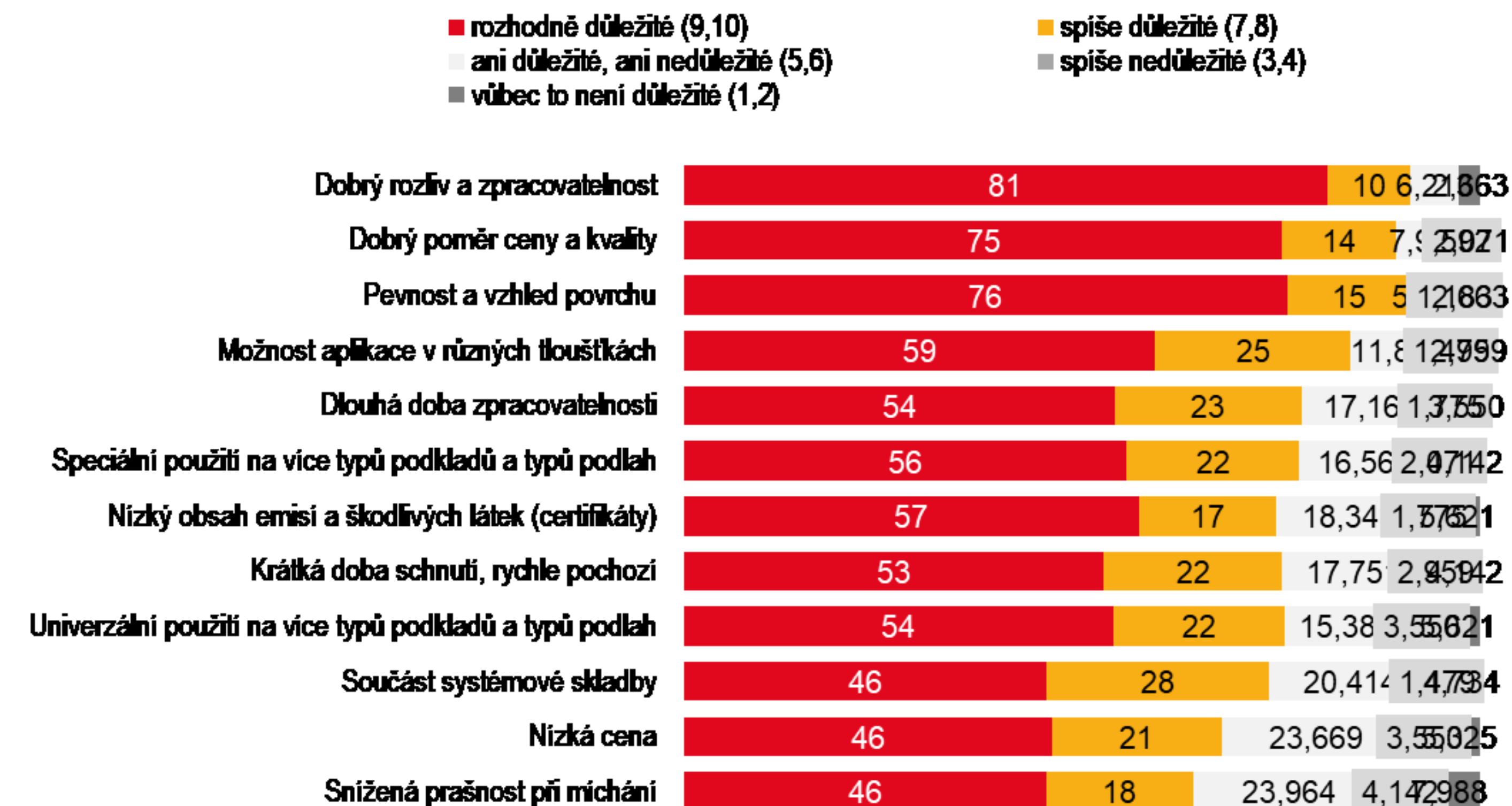
Key criteria for selection of materials supplier:



Customer Needs Case Study Sika CZ

Consultancy Project | Market Analysis | B2B Needs

Key parameters required from self-leveling compounds:



v %; N = 338, celý soubor

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Key parameters required from bituminous sheets:

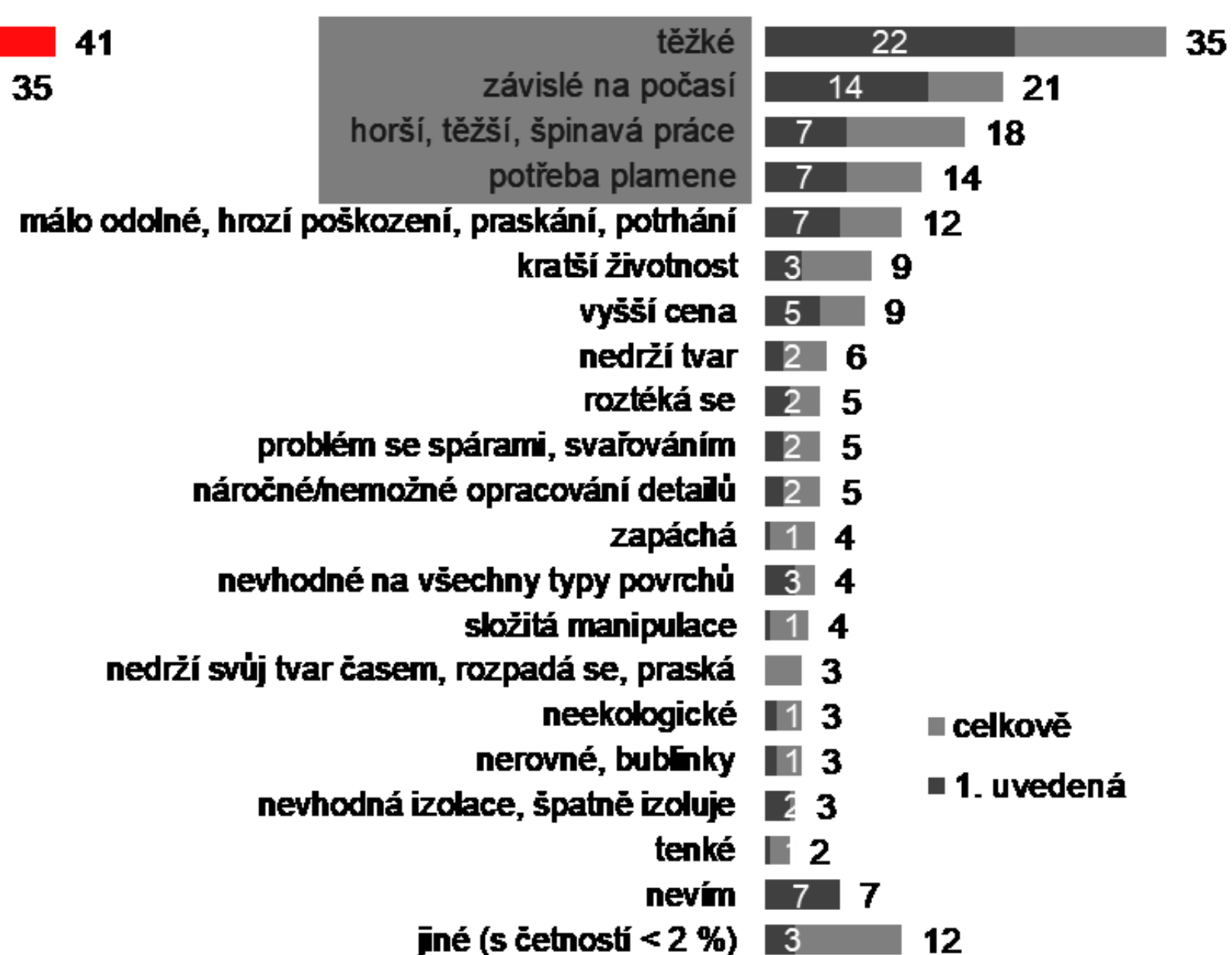
„A kdybyste měl uvést 3 – 4 nejdůležitější výhody / pozitivní vlastnosti asfaltových pásů, které by to byly?“ (q17)

„Určitě také existují nevýhody a negativní vlastnosti asfaltových hydroizolačních pásů. Kdybyste měl uvést 3 – 4 největší nevýhody těchto pásů, které by to byly?“ (q18)

Nejdůležitější výhody / pozitivní vlastnosti



Největší nevýhody / negativní vlastnosti



v %, N = 181; pouze ti, kdo al. občas používají asfaltové pásy, kategorizace spont. odpovědí, možnost více odpovědí

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Key parameters required from bituminous sheets:

„Jeden z výrobců asfaltových pásů uvažuje, že začne vyrábět nové pásy, které se budou vyznačovat řadou inovací a řadou nových vlastností. Budu Vám postupně číst výroky na toto téma a vy mi řeknete do jaké míry asfaltové pásy v nich představené jsou pro vás atraktivní do té míry, že byste je začal používat. Použijte 10bodovou stupnici, kdy 1 = vůbec ne a 10 = je to pro velmi atraktivní, určitě bych taková pás začal používat.“ (q19)

	■ velmi atraktivní (9,10)	■ spíše atraktivní (7,8)	■ ani atraktivní, ani neatraktivní (5,6)	■ spíše neatraktivní (3,4)	■ vůbec to není atraktivní (1,2)	atrak- tivní	neatrak- tivní	průměr	
Pás bude snadno zpracovatelný a natavitelný v širokém rozsahu teplot při mrazu nebo v létě na slunci.	61	22	10	2	0	83 %	7 %	8,3	klíčové
Pás bude ohebný a pružný při zpracování detailů a členitých prvků, přitom bude pevný.	59	26	8	0	8	85 %	8 %	8,3	
Pás bude výrazně lehčí – usnadní se manipulace s roli pásu i pásem při aplikaci.	52	23	18	3	6	74 %	9 %	7,9	
Při natavování pás nebude mít tendenci přetavovat se a tvořit se bublinky	48	30	13	4	6	78 %	10 %	7,9	
Pás se bude dobře rozvinovat i při delším a ne zcela ideálním skladování, např. po 1 roce.	46	31	14	3	7	77 %	10 %	7,8	
U pásů s posypem nebude docházet k drobení a odpadávání posypu.	42	31	14	7	8	72 %	14 %	7,4	další atraktivní
Při balení pásů na paletách budou ochráněny hrany, aby nedocházelo k poškození a potížím při rozvinování.	41	27	21	5	7,5	68 %	12 %	7,3	
Pás bude možné aplikovat bez použití bitumenové penetrace.	41	27	20	3	10,0	68 %	13 %	7,3	
U pásů s hliníkovou vložkou dojde k její náhradě při zachování odolnosti proti radonu a zlepšení zpracovatelnosti.	41	28	18	4	9,5	69 %	14 %	7,3	
Pás s posypem bude mít na konci cca 10 cm široký pruh bez posypu pro zhotovení příčného spoje, aby se mohly pásy snadno napojovat.	39	27	21	7	7,5	65 %	14 %	7,2	
Díky nižší hmotnosti bude v jedné roli delší návin. Tím se omezí se počet příčných spojů (např. 10 m oproti 7,5m).	36	29	22	4	9,5	65 %	14 %	7,1	méně atraktivní
Asfalt. pás, na který je možné přímo lepit obklady a dlažbu do cementového lepidla.	30	24	23	6	18,5	53 %	24 %	6,3	
Asfalt. pás pro základy a spodní stavby, který se nenatavuje plamenem, ale přímo se nalepí na čerstvě odbedněnou betonovou konstrukci do cement. lepidla.	24	27	26	9	15,5	50 %	24 %	6,1	
Vrchní asfalt. pás se speciálním posypem s oxidem titaničitým TiO2, který bude absorbovat znečištění z ovzduší.	24	23	31	8	15,5	46 %	24 %	6,1	

*na škále od 1 (vůbec to není atraktivní) až 10 (velmi atraktivní).

v %; N = 200, celek

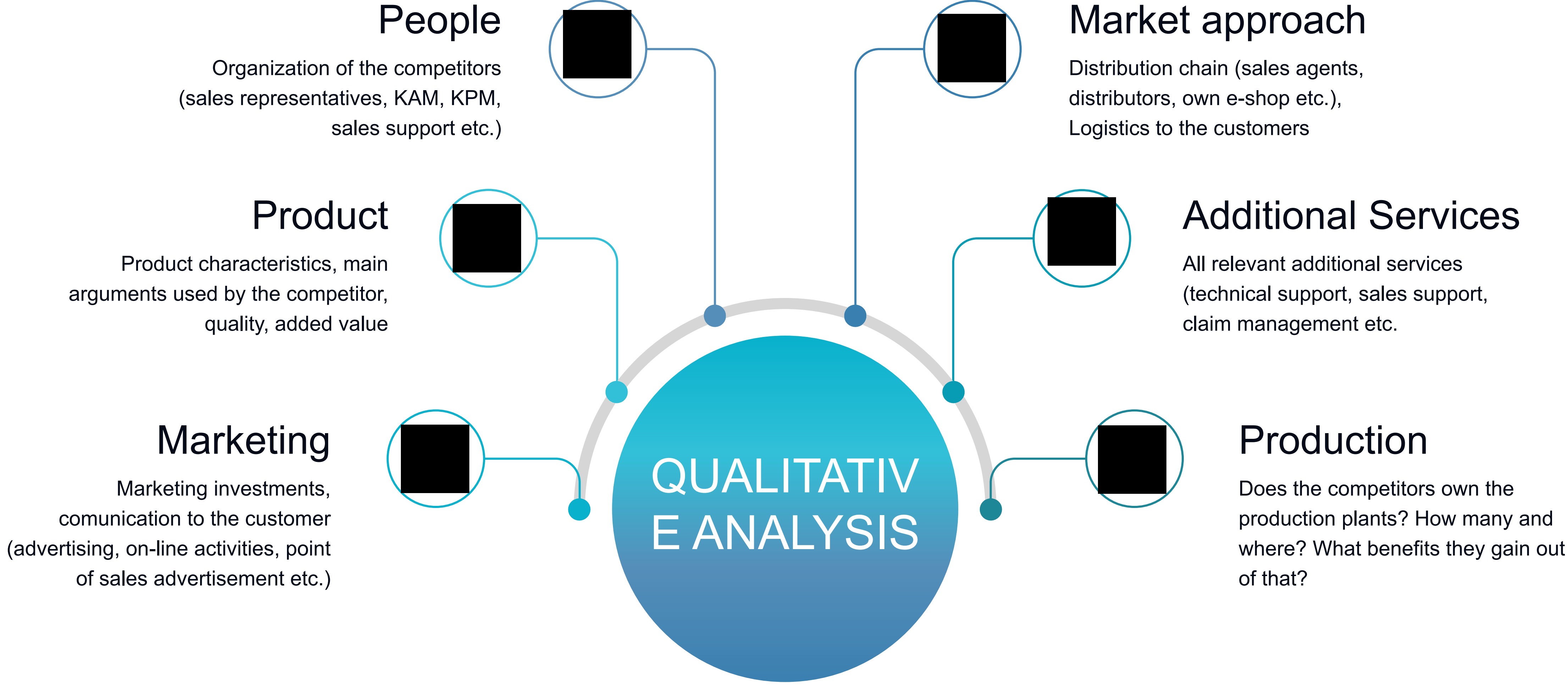
Customer Needs Analysis

Competitors Analysis

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Market Potential Sika CZ Case Study


















Consultancy Project | Market Analysis | Competitive Environment



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People:

	SALES MANAGER	KAM KPM	REGION MANAGER	APPLICATION TECHNICIAN	TOTAL
 weber <small>SAINT-GOBAIN</small>	51	16		6	73
 Den Braven	65				65
  	40	6	2	8	56
 Bau	30	22		12	54
 BASF <small>We create chemistry</small>	39	4	2	3	48
 Cemix	30	7		5	42
 stachema	28	5	0	4	37
 Sika	30	2		2	34
 MAPEI	14	4	2	8	28
 KNAUF	12	9	3	1	25
 	10	4	2	10	26
 Ceresit					12
 TECHNICOL	6	1	1	2	10
 fatra	7	2	1	2	12

Market Potential Sika CZ Case Study

Consultancy Project | [Market Analysis](#) | [Competitive Environment](#)


Communication | Services:

	CSR	TRAININGS	CLUBS	BIM	CONSULTANCY	COMPETITION	OFFLINE	ONLINE
								
				App	Quido app			YT
								
					Calculator			www, YT, FB
								YT, FB
					Ceretherm eCenter			YT, www, PR, nwl
					Hot line			FB, YT, G+, nwl
								YT, www
					Hot line			YT, FB
								
								www, YT, FB, G+, INS, in...
								YT, FB, www, nwl
								www

Market Potential Sika CZ Case Study

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Strengths & Weaknesses:

Players in the Market	Strengths	Weaknesses
 	<p>Fine grained cementitious product is with good workability</p> <p>Repaflow EP has good price/performance ratio</p>	<p>Orientate to KP predominantly</p> <p>Weak in partnership with small applicators</p>
	<p>E-shop for Capitol City</p> <p>Accessories steel reinforcing nets</p> <p>Eight own warehouses</p>	<p>Small sales team</p> <p>Low products quality</p> <p>Miss KPM</p>
	<p>Very good connection with small applicators in interior constructions</p> <p>Connection with concrete customers</p>	<p>Missing KP references</p> <p>Not strong in infrastructure segment</p>
	<p>Solution for diagnostics</p> <p>An EU-funded grant project to develop new grouts</p> <p>Electric tools and accessories</p>	<p>Miss KP references</p> <p>Worse quality</p> <p>Subject with low capital</p>
	<p>W product for application under water, thickness to 150 mm</p> <p>Aggressive sales strategy</p> <p>Possibility of own application department</p>	<p>They missing epoxide range</p> <p>Small sales team</p> <p>Main region is Middle Bohemia</p>

Consultancy project

The task for Seminars

By Jakub Čech & Andrej Šišolák

Seminar Task Assignment

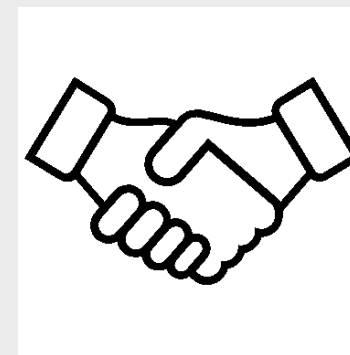
Consultancy Project | Task for the seminar 2|

Vertical analysis Top - Down



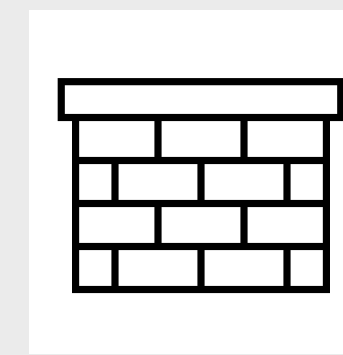
Based on the data you gain from the databases, prepare and present completed analysis and the calculated potential for your products / services

Vertical analysis Bottom - Up

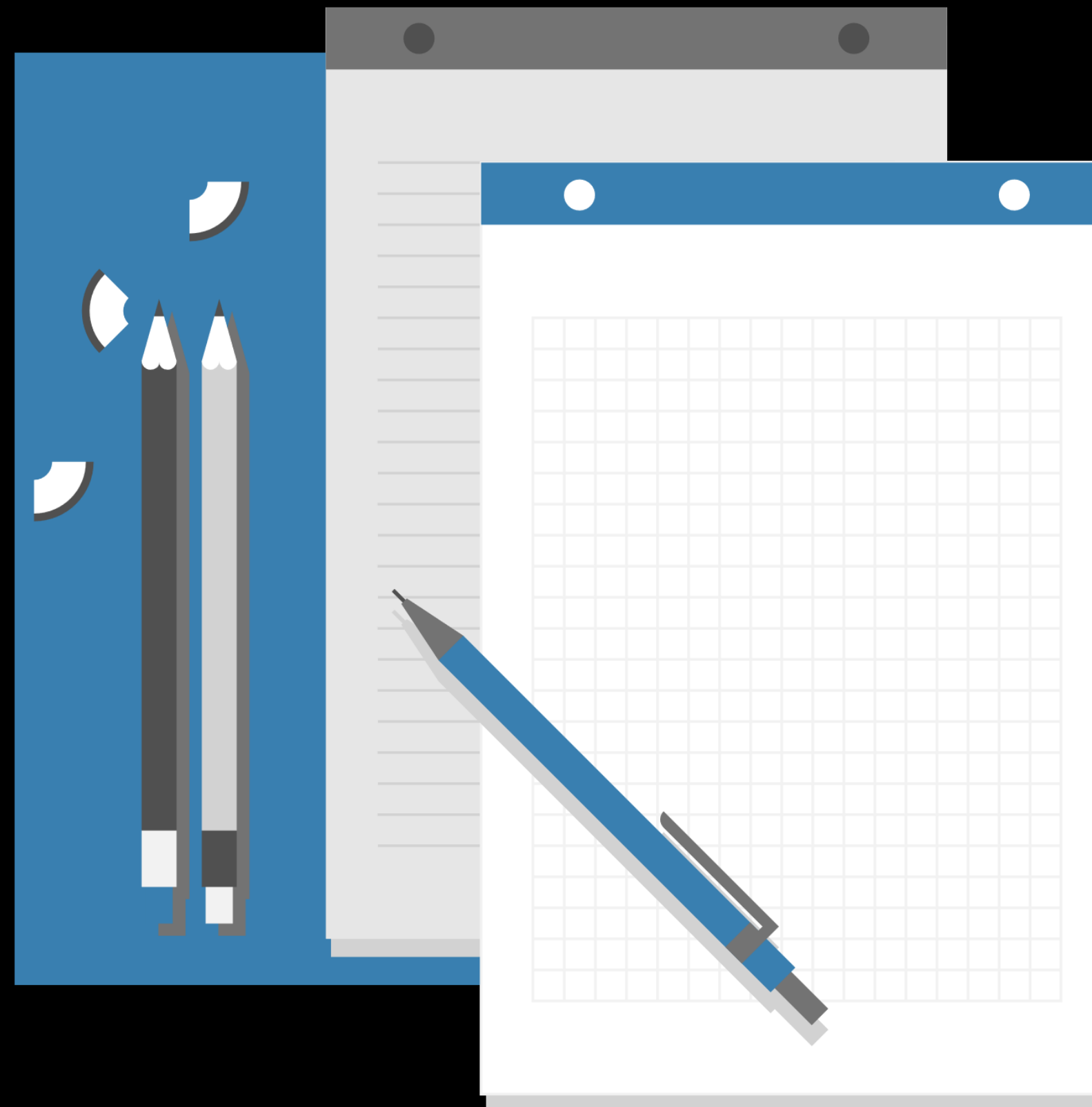


Be ready to present completed analysis of customers and their potential for your products / services. We will work together on the qualitative part (customer needs, influencers etc.)

Horizontal analysis



Prepare and present the completed analysis of competitive environment. Show us again the calculated potential based on this part of analysis. We will work together on the qualitative part



Expected Outcome

Consultancy Project | [Expected outcome](#)



Format

Any of your favourite presentable format which can be presented during the seminar to the others



Number of slides

We don't calculate the number of slides, important is to have all required informations



At the seminar

Every team will present, the rest of the teams and lecturer will than comment, ask and discuss.

Thank You
For Your Watching

Jakub & Andrej