

CPIN

Consulting Project International Management



**A unique experience for exchange
students at FHS St.Gallen, Switzerland**

What is new in CPIN?

Mixed groups of Swiss students (CPIM) and exchange students (CPIN) from all over the world (4-6 students per team)

- do market research on international markets and/or engage in management design, mainly in Europe, Asia, and South America
- work for real companies or public institutions which pay for the project
- are coached and supported by FHS St.Gallen lecturers
- are coordinated by the Knowledge Transfer Unit “WTT-FHS”
- work on the project during an exchange semester at FHS St.Gallen

Goals:

- Transfer of theory into practice
- Deal with real business assignments
- Develop social, intercultural and teamwork skills

Content:

- International market analysis with primary and secondary research and/or management designs.
Example:
 - market potential analysis
 - product development survey
 - competition analysis
 - evaluation of location or partner
 - marketing or sales concepts

Major project steps:

- 1) Getting to know the company and its business model
- 2) Understanding the company's situation and the assignment
- 3) Preparing primary and secondary research tasks
- 4) Carrying out research, collating and analyzing data
- 5) Conceptual work
- 6) Drawing up recommendations, specific measures, master plans

Results:

- 50-page final report & appendices
- concise Management Summary
- convincing final presentation to customer
- attractive PR report

Setting:

- Project teams consist of international exchange students and Swiss students (4-6 students)
- The project language is English
- Projects are offered in the spring and the fall semester

What we expect from CPIN participants

Area of Study:	Business, Management, Economics, Marketing or Business Information Systems
Semester of Study:	4 th semester or higher
Level of English:	IELTS: 6.0 TOEFL: paper-based 550, internet-based 79 Certificate required (or equivalent proof)
Willingness to:	<ul style="list-style-type: none">• take on a workload of approx. 300 hrs per student for 10 ECTS points (20 hrs per week)• work on the project from the start to the end of the semester and also during breaks• work as part of an intercultural team and be strongly committed to the project• prepare for the assignment before arriving in Switzerland• show flexibility and a customer-focussed attitude

Former Clients



For more information

1. Ask the exchange coordinator at your university
2. Contact the International Office at FHS St.Gallen
www.fhsg.ch/en/international

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3. Visit www.fhsg.ch/cpim (Information about CPIN and CPIM)
Visit www.fhsg.ch/wtt.nsf/en/home
The Knowledge Transfer Unit WTT-FHS is responsible for the Marketing, Acquisition, Realisation and Debriefing of over 240 consulting projects per year.

Market Analysis for Introduction of a new Product Plus to the UK Market
Consulting Project International Market Research for Bioforce AG



qualified



FHS St.Gallen
University of Applied Sciences

www.fhsg.ch/praxisprojekte
University of Applied Sciences of Eastern Switzerland

Market Analysis for Introduction of a new Product Plus to the UK Market

This project is an analysis of the UK market to manufacture and introduce a new product. The project aims were to quantify the market potential, to evaluate the awareness of the correlation between benign prostatic hyperplasia (BPH) and sexual dysfunction, to declare the intention of buying the product and recommendations regarding the product positioning and sales channels.

Bioforce AG
Bioforce Group is an independent company whose controlling interest is held by the Alfred Vogel Foundation. Bioforce AG engages in the manufacture and sale of phytopharmaceuticals and health food products in Switzerland and abroad. Bioforce AG has complete traceability of its raw materials and as it grows its own herbs, the company can ensure that the use of plant material is environmentally sustainable. Consequently, Bioforce AG offers high quality products.

Results
The team was able to fulfill all goals. Firstly, there is market potential for the new product in the UK. Although, the data shows no correlation in the awareness between BPH and sexual dysfunction. Furthermore, the three most important buying criteria are effectiveness of the product, natural ingredients and further developments. Lastly, according to the market potential calculation, current market trends in the UK and the main findings based on the primary and secondary research, the team recommends that Bioforce AG should introduce the new product to the UK market. Moreover, the company should promote the product's benefits on the Internet and through doctors by giving samples of the product.

Proceeding
Two research methods were utilized; primary and secondary research. The secondary research was about the company, its competitors and customers, and the markets in the United Kingdom and the Netherlands. All the data was collected from the Internet, books and articles. Additionally, primary research was used to collect quantitative data for the UK market through an online questionnaire in English. This questionnaire was distributed by Bioforce UK to over 1,600 newsletter subscribers and 110 of these completed the survey.

Product purchasing criteria



Criteria	Mean Ranking
Effectiveness	4.5
Natural ingredients recipients	4.0
Further development of a well proven medication	4.0
Price	3.8
Tolerability	3.8
Fertility	3.5
Medication from Swiss production	3.0

FHS St.Gallen
University of Applied Sciences

CONSULTING PROJECT INTERNATIONAL
Market Research 2014

Project Team (f.l.t.r.):
Libor Siroboda, University of Tomas Bata, Czech Republic (fehlt auf Bild)
Amelia Escobar Ramirez, Icesi University, Colombia
Sukanya Wiriyathikhun, Mae Fah Luang University, Thailand
Ioannis-Filippos Kanellopoulos, Athens University of Economics and Business, Greece, Project Leader
Farrukh Zavarovich Khalikov, Financial University under the Government of the Russian Federation, Russia (fehlt im Bild)

Client
Bioforce AG, Switzerland
Dr. Andy Suter, Head of Product Development and Medical Affairs
www.bioforce.ch

Coach
FHS St.Gallen
Dr. Christa Uehlinger

Client
The team started its journey with an interesting combination of different fields of studies and nationalities. It found its way through challenging situations due to its diversity, timeframe and complexity of the project. Finally, it came up with a professional presentation, delivering convincing recommendations to the client.