

Project Partner

Grohe AG, Hemer

Project Period

11.03.2008 - 20.05.2008

Project Management

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Project Team

16 students of Münster University of Applied Sciences attending the course "International Marketing" in the European Business Programme (EBP):



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Project Support on behalf of Grohe AG :

Dr. Reinhard Häufele

Initial Situation

Grohe AG, Europe's largest single-brand manufacturer and supplier of sanitary fittings aims to find out how its main target groups (showrooms, installers and end users) perceive the brand "Grohe" in order to identify possible bottlenecks and improvement potential. For this purpose, Grohe intends to have a survey conducted with showrooms in Belgium, Austria and Poland.

Objective and Assignment

The project group of Münster University of Applied Sciences received the task of developing, conducting and analysing the survey in question and to derive concrete managerial implications for Grohe from the results. The essential challenge was to develop a questionnaire which is not too long and comprehends all relevant aspects Grohe needs information about from the showrooms. Moreover, the survey is to be conducted in four languages: German (Austria), Flemish (Flanders), French (Wallonia) and Polish (Poland).

Procedure

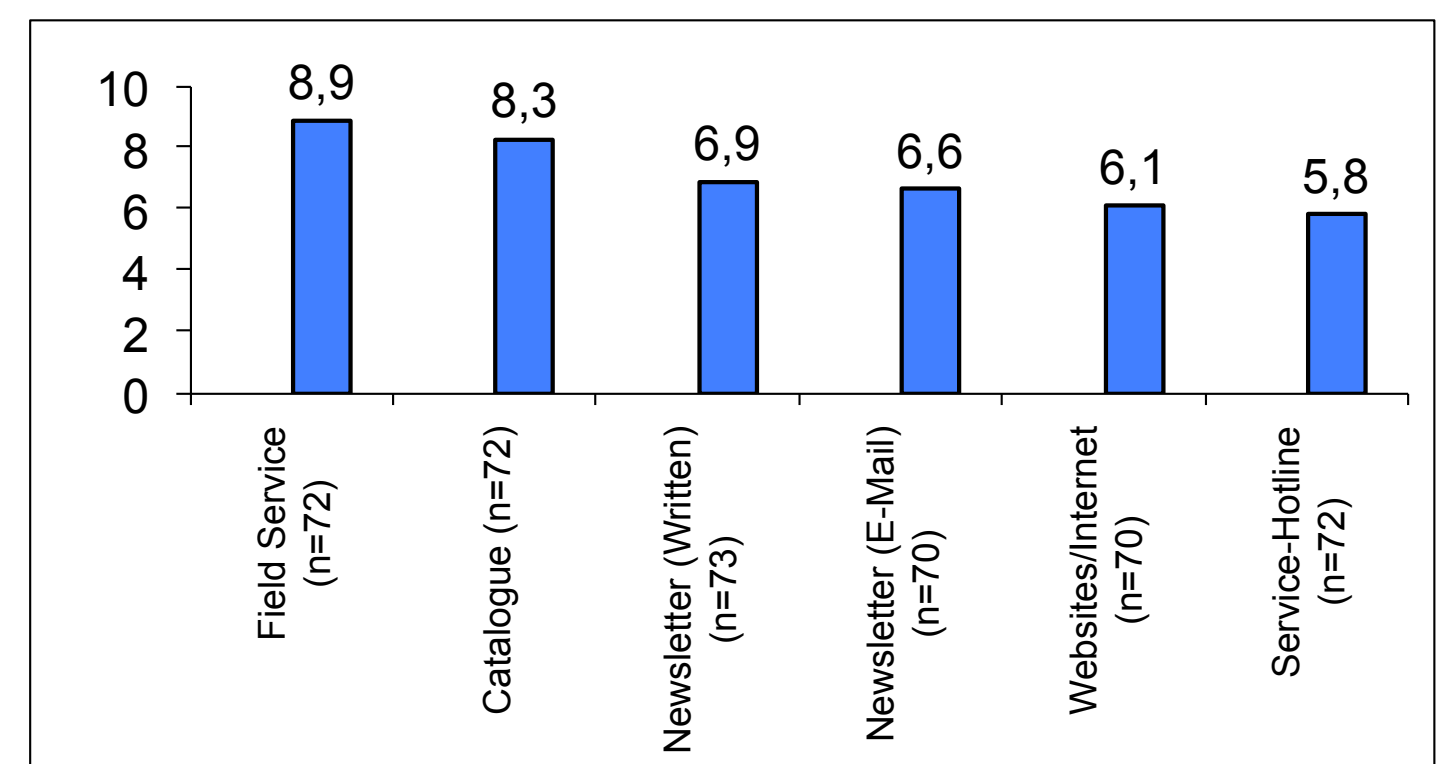
The project began with an excursion of the project team to a showroom in Münster where the group was given a short guided tour and information session in order to get familiar with the project task. Shortly after, a Grohe representative held an initial briefing where he highlighted the essential aspects to be considered in developing the questionnaire. Based on this information, the project team developed a standardised questionnaire which underwent several pre-tests before being finished. It was afterwards translated in Flemish, French and Polish. The survey was conducted by the project team via telephone in the respective language of the countries or rather country parts. For this purpose, three Polish native speakers supported the group in order to interview the Polish showroom representatives. The questionnaires were then processed electronically and analysed with SPSS. The group made a cross-country comparison for each question.

Results

The survey results reveal interesting country-specific particularities. On the one hand, showrooms recommend Grohe due to its high quality. With regard to this respect, it receives in all countries higher evaluation than its main competitors.

Question 8: How would you like to be informed about new product developments by the fitting manufacturers?

Cross-national result



On a scale from 1 to 10:

1 = not desired

10 = highly desired

On the other hand, Grohe's competitors score better in Austria and Belgium concerning design. The findings particularly result in the managerial implication that Grohe should adapt its branding strategy better according to the specific needs in the three countries. However, the results furthermore imply that the brand image does not seem to be homogenous from a cross-country perspective. Hence the main challenge will be to focus on an homogenous international brand image and a stronger consideration of country-specific needs at the same time.

The project provided numerous learning effects for the students. They developed a questionnaire, conducted interviews and acquired SPSS knowledge in the analysis phase. They furthermore interpreted the results, put them into a global context and derived managerial implications for Grohe.