

Challenge

With our long-standing experience as a market research and consulting company, we at Interconnection understand how important periodic market analysis is for the ongoing success of a company. However, market data should not just serve as the basis for a company's strategic and operative decision making. Rather, the results of a market analysis should act as the defining element of realistic company goals and as a controlling instrument. For this reason, Interconnection was commissioned by a leading global glass producer to conduct a study on specially treated glass types for use on façades and as building envelopes. The special challenge of this project was that the glass industry knows exactly how many square meters of glass – and according to glass type – are sold to metalworkers and façade engineers, but does not have information on how the glass is actually utilized (on what kinds of façades) or on the architectural trends of the future. On the other hand, façade engineers and architects are aware of trends in engineering, but lack knowledge of the volume of glass processed. Our study had to therefore take into account both aspects and employ a corresponding methodological mix of quantitative and qualitative survey techniques.

Methodology

By means of an array of electronic surveys, quantitative phone interviews, and expert consultations with individual factories of the most relevant glass processors in Germany, the first step was to collect data on and make projections for the market volume of the predefined glass types. Parallel to the primary survey of glass refineries, a second survey was conducted with façade engineers and architects, which enabled us to draw conclusions on the construction volume and trends of façades and building envelopes. Based on a specially developed computational model for market assessment, we combined the data of both surveys with available secondary data on general construction operations in order to quantify and forecast the future development of the market.

RESULTS

In addition to giving a presentation on the core results of our study, we also made all data and information available to our client in the form of an online dashboard solution. In this software, the results are edited by several dashboard templates that enable users to conduct individual analyses and comparisons with the data and to generate corresponding reports. In this way, reports no longer have to be sent around among various colleagues, departments, and countries since each person has access to the same system.

In the end, our market analysis provided important findings for our client that, contrary to the assumptions and opinions of the client's employees, were based on valid data across the entire industry.

WHY INTERCONNECTION

- Long-standing experience in B2B market research
- Methodological and branch expertise
- Company interview center with native speakers providing necessary language expertise

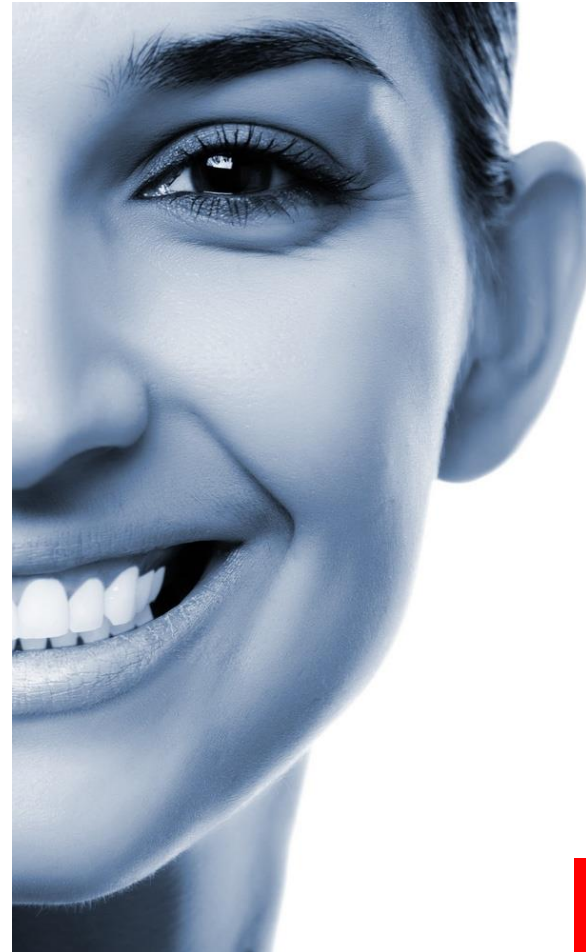
We are always glad to answer
any questions you may have!

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien

Ernst Rumpeltes – Analyst and Consultant
Tel: +43 1 5854623 -38
Fax: +43 1 5854623 -30
rumpeltes@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



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